

A monologue by Amida Soba founder

"Amida Soba" was born in Echizen City, Fukui Prefecture.

It was more than 20 year's ago that I began to think about why our hometown was named "Fukui" and what the meaning of the birth of Amida soba was. I am still searching for answers, but recently I have come to express in words what I have been thinking so far and hope that as many people as possible will be interested in it.

10 That was a few year's ago. As I was thinking about why the name "Fukui" was used as usual, I realized that the name "Fukui" literally refers to "Fuku no Well". When I knew that the "Fuku no i" well at the ruins of Fukui-jo Castle existed from the time of the Fukui Domain in the Edo period, and there was a theory that it was the origin of the place name "Fukui", the image of "Fuku coming out of Fuku no i" became unshakable among me.

Can't we make Fukui a symbol of hometown development as a "well where good fortune gushes out" and carry out activities to liven up Fukui? Based on this idea, we launched the Fukunoi Project. The purpose of the project is to come up with and develop various plans to attract people to Fukui and revitalize the city under the theme of "good fortune" coming from the Fukui Well. Eventually, I began to exchange opinions with friends who shared this idea. I would like to announce specific initiatives in the future when I have the opportunity, but what I am thinking of is to widely promote Fukui as a "village where good fortune gushes out" and have as many people as possible visit the "lucky bathing trip".

Fukui Prefecture is said to have the highest level of happiness in Japan. In addition, the character for "good fortune" is used in various places, such as the names of local products and advertising copy, and I believe that this is a place where people can feel "happiness" and "affluence" close at hand.

Please come to the village where the "Fuku no Well" is located, where good fortune gushes out, and take a "good fortune bathing trip". What is "Fuku" in the first place?

Come on a "Fuku Hunting Journey" to find the answer.

Please. And if you have a chance, please let me know. Along with delicious soba, I would like to share with you my idea of the "Fukunoi Story". I would also like to help you on your "journey to find good fortune".

Finally, the name "Amida Soba" comes from the wall of "Amida Soba Fukunoi" on the first floor of Happilin.

It is written in "Soba-loving Jizo-sama and Amida Soba". Why was Amida soba born here?

I would be happy if we could have a chance to talk about such things while discussing soba.

When you go on a "fuku-hunting trip," go to the owner of Amida Soba. Amida soba

Great lord Yuji nagami