

The Story of Gyutan-Yaki

1 It originated in Sendai. And it became a Sendai specialty.

In 1948, Keishiro Sano, the founder of "Ajitasuke," developed "grilled beef tongue" after much trial and error. By the 1980s, numerous specialty grilled beef tongue restaurants had opened throughout Sendai. Around that time, Kaname Okawara, the founder of "Aji no Gyutan Kisuke," promoted his shop in front of the station as a "Sendai specialty," cementing grilled beef tongue's status as a local delicacy. Subsequently, with the opening of the Tohoku Shinkansen and the Tohoku Expressway, the number of tourists and business travelers increased, bringing the dish into the spotlight. Over 100 specialty shops opened in Sendai, and it grew into a culinary culture that represents the city. However, BSE outbreaks occurred in Japan in 2001 and overseas in 2003. Furthermore, in 2020, the beef tongue industry suffered a severe blow due to the COVID-19 pandemic. Nevertheless, drawing on our experience in overcoming past challenges, we are committed to passing down "grilled beef tongue"—a specialty born in Sendai—to future generations.



2 How to Make Delicious Grilled Beef Tongue

First, the beef tongue used as the raw material is peeled and sliced. Slits are made in the beef tongue, and it is seasoned with salt and pepper. Each slice is carefully stacked, sealed with plastic wrap to block out air, and stored in the refrigerator for several days. This process allows the beef tongue to mature and brings out its flavor. Then, the well-aged beef tongue is quickly grilled over a wire rack over a strong charcoal fire and served piping hot. The juicy and chewy deliciousness spreads in your mouth.



神泡品質 New Design The PREMIUM MALT'S SUNTORY

余韻に浸る、贅沢。おとなサントリー LINE アカウント

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おいしいとこだけ搾っています。 社の都の工場 ビール工場 キリンビール仙台工場

ストップ!20歳未満飲酒・飲酒運転。 キリンビール株式会社

Asahi 冷やして ぶっちぎりにうまい。* 辛口〈生〉 SUPER DRY

※スーパードライにおける、温度帯別評価比較において

ビール|ストップ!20歳未満飲酒・飲酒運転。お酒 すべては、お客様の「うまい!」のために。 アサヒビール株式会社

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株式会社 FUKUBEI フクベイフーズ

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25th

A Sendai specialty!
Gyutan yaki

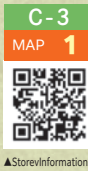
Restaurant map

Please access via QR code.



Aji Tasuke-Honten

022-225-4641



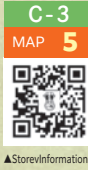
Umami Tasuke

022-262-2539



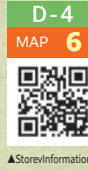
Gyutan Ippuku

022-265-7914



Sumiyaki Gyutan Oyama

022-264-1780



Gyutan-ryori Masa

022-268-0715



Aji Tasuke no mago no mise Tanabeya

022-713-5777



Gyutan Sumiyaki Jin

022-721-5073



Gyutan Himono Sumiyaki Don-pachi

022-712-8033



Aji Tasuke bunten Imai

022-225-0348



Tan-yaki Ichiryu-Honten

022-261-4026



Gyutan-Yaki

We introduce 27 renowned Gyutan-Yaki restaurants. Please access detailed information about each restaurant via the QR code. Let's try out various restaurants and compare their taste!



Restaurant map

Information as of January 1, 2026.



Sendai Gyutan Promotion Association Official web site▶

9/10 Gyutan Day

On September 10th every year, it's Gyutan Day! Enjoy special offers at participating restaurants affiliated with the Sendai Gyutan Promotion Association. For details, contact individual restaurants.



このマークが目印!

Gyu-ya Tanbei

022-772-5118



Gyutan Yakisuke-Sendai eki gyutandori

022-796-0833



Gyutan-Yaki Senmonten Tsukasa-Torayokoten

022-266-3944



Gyutan Sumiyaki Takaya

022-797-8704



Aji no Gyutan Kisuke

022-265-2080



Gyutan sumiyaki Rikyu

022-266-5077



Aji no Gyutan Fukusuke

022-265-9466



Gyutan no Issen

022-265-1935



Sumiyaki Gyutan Higashiyama-Sendai honten

022-263-4129



Gyutan Izakaya Shugoro-Bunten kamisugiten

022-797-5643



Sendai-hassyou Date no Gyutan-Honpo

022-722-2535



Gyutan Aobatei

022-212-8027



Sendai-Gyutan Taka

022-213-3533



Gyutan-ryori Kaku

022-268-7067



[Online shop] Fukubei

As a member of the community working to revitalize Sendai's beef tongue industry, we are dedicated to creating products centered around beef tongue every day. With the hope of "bringing happiness through food," we launched our own brand, "Fukubei," and are committed to crafting products that add smiles and vibrancy to your special moments using carefully selected ingredients and our signature recipes.

■Natori City, Horuichi Kitatake 210, Zip: 989-2412
■Fukubei Foods Co., Ltd.
■Please access website via the QR code.
URL <https://bistro-fukubei.com/>
TEL 0120-321-274



仙台ターミナルビル(株)

S-PAL HOTEL METROPOLITAN HOTEL METS 観光農園

JR仙台イーストゲートビル HOTEL BATEVAKI JRCAST

牛たん selection

藤崎本館地下1階「牛たんセレクション」では、数多くのお持ち帰り用牛たんを取り揃えております。

FUJISAKI

[Cooperation]
Sendai Tourism, Convention and International Association
Jozenji Street Jazz Festival Executive Committee Secretariat

Sendai Gyutan Promotion Association
Official web site
<http://sendaigyutanshinkokai.jp>