



Dream Ocean

For dining on a gourmet tour of Japan tourism, please come to Dream Ocean, a restaurant in Matsusaka City, Mie Prefecture, offering Japan's first yakiniku buffet and serving beef dishes featuring Matsusaka beef, one of Japan's top three Wagyu beef varieties.

About 'Matsusaka beef,' a premium brand of beef known as one of Japan's top three Wagyu beef varieties.

Japanese Wagyu beef

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"Matsusaka beef," which is known as one of Japan's top three Wagyu beef varieties.

"Matsusaka beef," one of the highest-grade branded Wagyu beef, is referred to as one of Japan's top three Wagyu beef varieties, alongside Kobe beef, Omi beef, and Yonezawa beef. Among them, Matsusaka beef stands out as the finest quality Japanese branded beef, boasting a record of one head being sold at auction for 50 million yen in the past auctions, it's the most select Japanese brand beef.



The characteristics of Matsusaka beef, a branded Wagyu beef

Wagyu beef is produced around Kobe City in Hyogo Prefecture, and is a world-famous high-grade beef.

The marbled meat is particularly beautiful, with a soft texture and rich flavor.

Wagyu aroma

“Wagyu aroma” refers to the scent of Wagyu beef (specifically, the marbled meat of Japanese Black cattle) when heated.

There is a wide variety of types, some with scents reminiscent of peach, coconut, and other fruits, while others contain more fatty or woody aromas.

The delicious aroma created by the combination of these various components is called “Wagyu aroma.”

The Wagyu aroma of Matsusaka beef is characterized by a refined scent that is sweet and rich.

Matsusaka beef fat

The fat in Matsusaka beef contains abundant unsaturated fatty acids, which contribute to its deliciousness.

Unsaturated fatty acids are expected to have positive effects on health as they lower bad cholesterol, keep the blood flowing smoothly, and have antioxidant properties.

This characteristic contributes to making Matsusaka beef healthy, with a smooth mouthfeel and a melting texture.

texture of Matsusaka beef

The characteristic of Matsusaka beef is that the fat melts at a low temperature. This is because the fat in Matsusaka beef contains abundant unsaturated fatty acids, which have a low melting point due to their nature.

Matsusaka beef has a higher proportion of unsaturated fatty acids compared to other Wagyu or imported beef, resulting in a lower melting point. This allows for an immediate and smooth, melting texture upon consumption.

The melting point of Matsusaka beef fat is around 17 degrees Celsius, with some as low as 13 to 14 degrees Celsius, to the extent that it melts just by being placed on the palm of the hand.

The definition of Matsusaka beef, one of Japan’s top three Wagyu beef varieties.

The definition of Matsusaka beef

- Japanese Black cattle, non-pregnant females.
- Registered in the Matsusaka beef individual identification management system.
- That the fattening period in the Matsusaka beef production area. (former 22 cities and towns) is the longest and final.
- ※ Introduced into the Matsusaka beef production area by the age of 12 months, with subsequent movements limited to within the production area.



The production area of Matsusaka beef and Matsusaka City in Mie Prefecture, Japan

Mie Prefecture is a prefecture located in the Chubu region of Japan.

To the south, it faces the Pacific Ocean, boasting a beautiful natural coastline.

As tourist attractions, there are Japan's oldest shrine, "Ise Grand Shrine," the famous "Suzuka Circuit" known for motorsports Formula One (F1), and the UNESCO World Heritage Site "Kumano Kodo," among others.

Additionally, Mie Prefecture has a strong presence of traditional Japanese culture, with Iga City being particularly known as the hometown of ninjas.

Matsusaka City, the birthplace of Matsusaka beef, is located in the central part of Mie Prefecture. It boasts historical streetscapes, with particular charm found in the remnants of Matsusaka Castle and the surrounding samurai residences.



Characteristics of Matsusaka beef

Matsusaka beef aroma

Wagyu aroma appears as the aroma of Wagyu beef (Japanese black beef, marbled meat) when heated.

There are many different types, and some have the scent of peach, coconut, and other fruits, while others have a lot of fat and tree aroma components. The delicious aroma created by a collection of these diverse ingredients is called "Wagyu beef aroma."

Matsusaka beef's Wagyu aroma is characterized by its sweet, rich, and elegant aroma.

Matsusaka beef fat

Matsusaka beef fat contains a rich amount of unsaturated fatty acids, which contributes to its delicious taste.

Unsaturated fatty acids lower bad cholesterol, make the blood thinner, and have antioxidant effects, so they are expected to have a positive effect on health.

This characteristic makes Matsusaka beef healthy, palatable, and has a melt-in-the-mouth texture.

Matsusaka beef texture

Matsusaka beef is characterized by its fat melting at low temperatures.

This is because the fat of Matsusaka beef contains an abundance of unsaturated fatty acids, which have a low melting point.

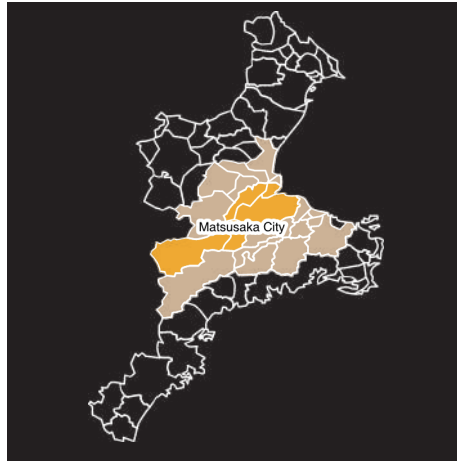
Matsusaka beef has a higher proportion of unsaturated fatty acids than other Japanese beef or imported beef, so its melting point is low, giving it a mellow, melt-in-the-mouth texture.

The fat melting point of Matsusaka beef is around 17 degrees, and some fats are as high as 13 to 14 degrees, so much so that it melts just by placing it in your palm.

Mie Prefecture



Matsusaka City



Matsusaka beef production area



About 'Matsusaka beef,' a premium brand of beef known as one of Japan's top three Wagyu beef varieties.

Established in 1958 and headquartered in Matsusaka City, Mie Prefecture, Japan, the Seko Foods Group operates the butcher Meat shop Shimofurihonpo and restaurant Dream Ocean. With its own ranch and factory on-site, the company handles the entire process from production to processing and sales of Matsusaka beef, known as one of Japan's top three Wagyu beef varieties. By ensuring an integrated process within the company, we are committed to providing Matsusaka beef of the highest quality, emphasizing stability in supply, pricing, and quality, and maintaining a thorough commitment to freshness.

Production

Seven in-house ranches Matsusaka Beef Village, Ocean Farm.

At Matsusaka Beef Village Ocean Farm, we have obtained Japan's first group certification for the Japanese certification system 'JGAP,' which recognizes farms that are committed to food safety and environmental conservation. We are actively committed to the safe and reliable production of Matsusaka beef at all seven of our in-house ranches, including being the first in Mie Prefecture to obtain farm-level HACCP certification.



Strength from production to sales.

We introduce and fatten cattle that are suitable based on data from excellent cows nationwide. It is said that 80 percent of the quality of beef is determined by lineage, with the rest being influenced by factors such as environment, water, feed, and affection. We centrally manage all aspects from production to shipment, including the growth records of all cattle and data on the quality of beef when it becomes meat. We feed the cattle with a unique blend of feed ingredients, and the main feeding materials include barley, corn, bran, soybean husks, soybean flour, and rice straw, among others.



Processing

Commitment to the freshness of Matsusaka beef

We are thoroughly committed to freshness and aim to sell Matsusaka beef within 10 days of slaughter, and at the latest within 2 weeks, to our customers.

We can maintain the highest quality by monitoring the condition of the meat until all cattle are delivered to our customers.

We aim to produce beef that people would want to eat every day.



Sales

Sales volume of a single store for Matsusaka beef Top-class performance

The production and shipping numbers of Matsusaka beef, as well as the top-class sales volume of one store, meat shop Shimofurihonpo and restaurant Dream Ocean, provide over 2,000 head for fattening and over 1,000 head for shipping annually.

We centrally manage all these Matsusaka beef from production to processing and sales.

On a daily basis, we provide our customers with approximately 2 or more head of cattle, and our shop in Matsusaka City, Mie Prefecture, Japan, receives over 300,000 customers annually.



Japan's
first!

Yakiniku buffet

Table buffet



◆ Menu guide ◆



Dream Ocean's top favorite! Yakiniku buffet

Restaurant Dream Ocean Menu

A sightseeing trip in Japan includes Dream Ocean, a Matsusaka beef restaurant in Matsusaka City, Mie Prefecture, known for its top three Wagyu beef varieties in Japan.

Japan's first yakiniku buffet, lasting for over 60 years!

This is a testament to the long-standing love from our customers.

When you visit Japan, please be sure to enjoy the yakiniku buffet at Dream Ocean and our carefully selected Matsusaka beef dishes.

Regarding the yakiniku buffet

In the yakiniku buffet course, a wide variety of meats including domestic beef and side dishes are all-you-can-eat.

You can enjoy various meats such as pork, chicken, beef offal, and internal organs.

Additionally, we offer a wide range of side dishes such as vegetables, kimchi, fruits, prepared dishes, rice, miso soup, and soft drinks.

We have around 40 to 50 items available at all times, so you can freely choose according to your preferences.

To finish off your meal, please be sure to try our delicious soft serve ice cream, which we proudly offer at our store.

With our buffet course offering a wide variety of meats and side dishes, satisfaction is guaranteed.

price

adult	¥3,080
Elementary school student	¥2,200
Toddler	¥880
2 years old / 3 years old	¥550

- ※Lunch and dinner times on Saturdays and Sundays are very busy.
- ※This is not an all-you-can-eat Matsusaka beef option.
- ※There is a 90-minute time limit.

Buffet course (all you can eat) Request to customers

Take-out of the buffet is strictly prohibited.

Bringing containers (such as Tupperware or plastic bags) is prohibited.
Customers with large bags will be asked to have their contents inspected.
If we discover takeaway from the buffet, the individuals will be required to pay a fine of (number of people × 10,000 yen) and will be promptly reported to the police.
In the buffet course, if there is leftover food exceeding 300g per table, an additional charge will be applied. The charge will be based on 100g increments at a rate of 500 yen (including tax) per 100g of leftover food. Please be aware of this policy in advance.
You can have seconds as many times as you like, so please do not take more than you can eat.
Thank you very much for your understanding and cooperation.

Recommended Matsusaka beef menu (Special Course)

This is a course where you can enjoy the luxurious memories of local Matsusaka beef. We offer Matsusaka beef generously in sukiyaki, shabu-shabu, and steak, with a luxurious serving of 200g.

(In regular stores, the serving size is typically 120g to 150g.)

For sukiyaki and steak as well, you can enjoy them according to your preference at our restaurant.

Of course, we will provide a thorough escort at the beginning.

Please feel free to enjoy luxurious Matsusaka beef without the need for a waitress.

We also offer a 150g course that is easy for women and children to enjoy.

※All the photos displayed are for illustration purposes only.

The number and thickness of the meat slices may differ from the images.

The contents, prices, etc. of the menu may change without notice due to sold-out items or seasonal factors.



Matsusaka Beef Sukiyaki Special

Matsusaka Beef, Vegetables, Rice, Pickles, Soup, Fruits, Beef simmered in soy sauce

150g ¥4,400 (Tax included)

200g ¥5,500 (Tax included)

※The meat is shown in an image for two servings.

Please pour the traditional sauce over the Matsusaka beef and coat it with egg before eating. The final dish to conclude the meal is udon noodles!

Please enjoy the exquisite flavor infused with the essence of the broth.

※We use rib loin or shoulder loin.



Matsusaka Beef Shabu-Shabu Special

Matsusaka beef, vegetables, rice, pickles, soup, fruits, simmered beef

150g ¥4,400 (Tax included)

200g ¥5,500 (Tax included)

※The meat is shown in an image for two servings.

Please enjoy with your choice of ponzu sauce or sesame sauce.

The “Shabu-Shabu Course” is recommended for those who prefer a light taste and are not fond of the richness of meat fat..

※We use rib loin or shoulder loin.



Matsusaka Beef Yakiniku Special

Matsusaka Beef, Grilled Vegetables, Rice, Pickles, Soup, Fruits, Salad, Beef Simmered in Sauce

150g ¥4,400 (Tax included)

200g ¥5,500 (Tax included)

※The meat is shown in an image for two servings.

Popular among a wide range of age groups!

Rice and grilled meat go perfectly together.

Please enjoy it with your favorite condiments.

※We use shoulder loin or Chuck Rib.



Matsusaka Beef Sirloin (Premium) Steak

Matsusaka Beef, Grilled Vegetables, Rice, Pickles, Soup, Fruit, Salad, Simmered Beef

150g

¥7,150 (Tax included)

200g

¥8,800 (Tax included)

※The meat is shown in an image for two servings.

Beautiful marbling resembling fine powder snow within the lean meat.

It's the sirloin steak named by the King of England.

Please enjoy our proud Matsusaka beef raised on our own ranch.

【Additional meat】 (100g) ¥3,300 (Tax included)

After your meal, visit our butcher shop, Famous Matsusaka Beef Shimofuri Honpo.

“Shimofuri Honpo” welcomes over 300,000 customers annually and stands as a top-performing butcher shop in sales volume among Matsusaka beef outlets.

Over 300,000 customers annually...

We also sell popular side dishes such as hamburgers and curry made in our own factory, using beef for sukiyaki, shabu-shabu, and steak, as well as pork and chicken meat.



Store Information



meat shop Shimofurihonpo

Shimofuri Honpo manages the production, processing, and sale of over 2,000 Matsusaka beef cattle annually, ensuring integrated control from production to distribution, with sales of approximately more than 2 head daily.

We record data for all Matsusaka beef cattle, striving for improved fattening, and providing stable supply, pricing, and quality through integrated management.

We also sell a variety of side dishes, including not only beef for sukiyaki, shabu-shabu, and steak, but also pork, chicken, and croquettes manufactured in our own factory, making them perfect for home use or as gifts.

■address : 〒515-0212 254-1 Inaki-cho, Matsusaka City, Mie Prefecture

GoogleMap→<https://maps.app.goo.gl/hJtBkP2kh77xV9Ar6>

■business hours : 10 : 00 ~ 18 : 00

■Regular holiday : 12/24, 1/1, 1/2, 1/3

■Contact information : TEL 0598-28-4129 (Representative) FAX 0598-28-5450

※If you search by phone number on your car navigation system, please search using the main number (0598-28-2428).

■parking : Parking available.

■Credit card payment available. : Cash, credit card

■Accepted credit cards : VISA, MasterCard, DC, Diners Club, American Express



restaurant Dream Ocean

Dream Ocean was the first in Japan to introduce the style of a yakiniku buffet.

The yakiniku buffet course offers all-you-can-eat options including domestic beef, pork, chicken, and beef offal.

Furthermore, vegetables, fruits, rice, and more are also available for unlimited refills, and we offer a drink bar (excluding alcoholic beverages) with a selection of 130 items at all times.

■ address : 〒515-0212 254-1 Inaki-cho, Matsusaka City, Mie Prefecture

GoogleMap→<https://maps.app.goo.gl/XLJfcsR1MBWjgGBLA>

■ business hours : 【weekdays】 11:30~15:00(L.O.14:30) 17:00~21:00(L.O.20:30)

【Saturdays, Sundays, and holidays】 11:00~15:30(L.O.15:00)

17:00~21:00(L.O.20:30)

■ Regular holiday : 12/24, 12/31, 1/1, 1/2, 1/3

■ Contact information : TEL 0598-28-4129 (Representative) FAX 0598-28-5450

Reception time : 8:00 ~ 19:00 (※Fax is available 24 hours.)

■ Seating capacity : Chair seating: 224 seats, Luxury room: 64 seats, Solo room: 15 seats, VIP rooms: 6 seats + 16 seats, Baby stroller entrance allowed, All seats are non-smoking

※There is a smoking area outside the store.

■ parking : Parking available.

■ Accepted credit cards : VISA, MasterCard, DC, Diners Club, American Express



You can use free WiFi.

Access MAP

Access to Shimofuri Honpo & Dream Ocean

※From the nearest railway station (JR Tokai / Kintetsu)

- About 17 minutes by taxi from Matsusaka Station
- About 10 minutes on foot from Koeshiro Station
- About 30 minutes by taxi from Ise-shi Station

Access from Japan' s representative tourist destinations

- From Ghibli Park in Aichi Prefecture to our store... approximately 3 hours
- From Nagoya Castle in Aichi Prefecture to our store... approximately 2 hours
- From Universal Studios Japan (USJ) in Osaka Prefecture to our store...
approximately 3 hours
- From Osaka Castle in Osaka Prefecture to our store...
approximately 2 hours and 30 minutes
- From Kiyomizu Temple in Kyoto Prefecture to our store...
approximately 3 hours and 15 minutes
- From Fushimi Inari in Kyoto Prefecture to our store...
approximately 2 hours and 45 minutes
- From Nara Park in Nara Prefecture to our store... approximately 2 hours
- From Tsumago-juku and Magome-juku in Nagano Prefecture to our store...
approximately 4 hours
- From Chubu Centrair International Airport to our store...
approximately 3 hours and 30 minutes
- From Kansai International Airport to our store...
approximately 2 hours and 30 minutes

Contact

You cannot make restaurant reservations or changes through contact.

※Reservations, reservation confirmations, changes in the number of guests or menu items for Restaurant Dream Ocean cannot be made through this contact form.
Please contact us via the following phone or fax numbers.

TEL : 0598-28-2829 (representative)

FAX : 0598-28-5450

We accept phone contact from 8:00 to 19:00, and fax contact are accepted 24 hours a day.