

永松 九美子 (Kumiko Nagamatsu)



Profile

Chief of "Bungo Kando Honpo."

Has a unique background, having previously worked as a female pastor, and her husband is also a pastor. "KIZUNA," the parent company of the store, was founded by her older brother, and they work together as siblings to run the store.

■What we value:

- The bonds between people

■What you can learn and do:

- Turn a crisis into an opportunity (turn a disaster into good fortune)

■Sights to see and flavors to savor:

- Christian culture in Usuki
- Usuki's seafood and agricultural products

■My "SDGs×#○○"

- # Reusing coffee beans
- # Donating profits to local communities

A Store that Connects People and a Town with Emotional Bonds

As you walk along the stone pavement, you will see a large store curtain dyed with "Bungo." This is "Bungo Kando Honpo," one of the new stores in the Hacch-oji shopping street. It was created to communicate the charm of Usuki and Oita Prefecture to the whole country by linking the actual store and the online shopping site. The busy chief of this store is Ms. Kumiko Nagamatsu.

Nagamatsu, who worked in various places in Kanto and Kyushu and returned to Usuki City in 2020, said that she was very impressed by the efforts of this town when she started living here after a long time. "What Usuki is doing is not 'town revitalization' but 'town preservation.' The idea is to preserve those legacies that have been passed down in the region for the children 100 years from now. When it comes to food, it's rare for a city to support organic farming this much," she says, adding that the restaurant's dishes and desserts are centered on Usuki's "Honmamon vegetables (Organic vegetables with authentic flavors)." A portion of the sales are donated to food-related organizations, and it seems that the restaurant is attracting attention as a store that coexists with the community.

"We are thinking of using this place as a base to create spots within Usuki City that will increase the number of people walking around," says Nagamatsu, who is already talking about her future plans with a cheerful smile. A new place that connects visitors with the town of Usuki, which is full of delicious and wonderful things. The excitement of traveling will surely spread from here.



The large store curtain is a landmark.



While cherishing the taste of Usuki, they also develop menu items that cater to vegan and halal needs.



A select shop with local specialties. There are also a gallery and a pufferfish Chazuke (tea on cooked rice) specialty store.