

To all travel agencies and groups

Request to Groups and Travel Agencies Visiting the Museum for a Free Tour

Thank you for considering a visit to the Sapporo Beer Museum. As a facility that is visited and used by a large number of Japanese and international visitors, we have established the following rules for visitors to ensure their safety and enjoyment of the museum.

We would appreciate your cooperation in sharing this information with all tour guides and representatives who will be attending, as well as informing the guests who will be visiting the museum of these rules. Please follow any instructions given by the museum staff during your visit. If you are found to be disturbing other visitors or interfering with their safety, we may refuse to allow you to be inside the museum. Thank you for your understanding and for helping to keep the museum an inclusive place for everyone.

■ Basic information

Facility Name: Sapporo Beer Museum

Address: Sapporo Garden Park, 1-1, North 7, East 9, Higashi-ku, Sapporo, Hokkaido

Museum Overview: Our museum features exhibits related to the history of Sapporo Beer and paid beer tastings over beer sent directly from the brewery.

*Premium tours (paid/guided tours in Japanese) are available with a separate reservation.

Hours of Operation:

Free tours (no charge) 11:00a.m. - 6:00 p.m. (last admission 5:30 p.m.)

Star Hall (paid tasting) 11:00a.m. - 6:30 p.m. (last order 6:00 p.m.)

Museum Gift Shop 11:00a.m. - 7:30 p.m.

Business Days:	Mon.	Tue.	Wed.	Thu.	Fri.	Sat.	Sun.
Free tours (no charge)	●	●	●	●	●	●	●
Star Hall (paid tasting)	●	●	●	●	●	●	●
Museum Gift Shop	●	●	●	●	●	●	●
Premium Tours (paid tours)	Closed	Closed	●	●	●	●	●
Telephone Inquiries	Closed	Closed	●	●	●	●	●

***If a holiday falls on a Monday, Premium tours will be conducted on the Monday and suspended on the Tuesday and Wednesday that follow.**

Notes:

◇The museum does not manufacture any products. You can visit the actual, separate, Sapporo Beer Hokkaido Factory, which is located in Eniwa City.

◇Please note that some services may be suspended due to natural disasters, maintenance of the museum, press events, or other unavoidable reasons. Please check the website for the latest information on changes in operating hours and days before visiting the museum.

Contact: TEL.011-748-1876 / FAX.011-741-9961

*Service hours: 11:00 a.m. - 5:30 p.m. (same as the tour days)



Information is up to date as of January 2025

■About the group bus parking lot

During your visit and meal, you may use the onsite bus parking lot free of charge. Parking spaces cannot be reserved in advance. Please follow the directions of the security guards.

■About free tours (route:1F Reception→3F→2F→1F) *No reservation required.

◇Your group representative must first stop by the museum reception desk on the 1st floor and provide the following information: Company name, nationality, final number of visitors, and whether or not you would like a tasting.

◇The free museum tour is one-way. Please take the elevator to the 3rd floor and follow the route from the 3rd floor to the 2nd floor.

※Approximate time required: 20-30 minutes / There is no accompanying museum guide.

※The route includes both a ramp and stairs.

◇After the tour, take the stairs down to the 1st floor, where you will see Star Hall (tasting fee required) and the gift shop. If you wish to participate in a tasting, please line up at the end of the waiting line with the attendant who is purchasing the tickets and all guests who will be participating. We will receive you in order.

■About paid tasting

◇All tastings are by paid ticket (from 400 yen per glass). Please purchase a ticket for the beer of your choice from the ticket machine and exchange it for a drink at the drink counter before moving to your seat.

◇Advance reservations for paid tastings are not possible. Priority space for group tasting is not provided.

◇Even if an attendant purchases a tasting ticket before you, you will not be given priority for tasting. Drinks will be served in the order in which customers stand in the tasting queue.

◇Waiting time may be 30 minutes or more during busy times. Please allow enough time to fully enjoy your visit.

◇If you would like to purchase tasting tickets for a group of people, or if you need a receipt, please ask a staff member.

■About the paid Premium Tour; *Reservation required

◇There is no special reservation slots for groups for the Premium Tour, which is a guided tour in Japanese conducted by museum staff. Reservations will be accepted via the website 4 weeks prior to the desired date (on a first-come, first-served basis). Please note that we cannot accept reservations for groups that exceed the maximum number of people or for times that are not set.

■Other Notes

◇Restrooms are located next to the outdoor bus parking lot, next to the stores on the 1st floor, next to the stairs on the 2nd floor, and in the space reserved for guided tours on the 3rd floor. Handicapped-accessible restrooms are located on the 1st floor (1 stall).

◇Visitors with disabilities or baby strollers may use the small elevators that stop at each floor.

◇The number of wheelchairs for rent is limited. Please bring your own wheelchair if at all possible.

