



# Setsubun



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PLAINSARABI MUSEUM

Keep quiet!  
Facing the lucky direction of the year.  
Don't cut into smaller pieces.

THE THREE RULES OF EHO MAKI

Another well-known ritual (originally from the Kansai Region) is the eating of the **eho-maki** (恵方巻き, "lucky direction sushi roll"). The ritual consists of eating the entire eho-maki without speaking while facing that year's lucky direction, determined by the Chinese zodiac.

This year's lucky direction for 2025 is **West-Southwest**



恵方巻き



For a long time, Setsubun has been celebrated on Feb 3, so many people have believed that Feb 3 is always Setsubun. However since this year's Setsubun fall on the 2nd, many people were surprised to learn that the date can actually change.

Setsubun (節分) literally means "seasonal division" and is a festival held on February 2, 3 or 4, one day before the beginning of spring according to the Japanese lunar calendar. Rituals are held on this day to drive away evil spirits and welcome good fortune.

In 2025, Setsubun celebrations take place on February 2.

It has to go back to 1897 to find the last time that it was on Feb 2.

Major shrines and temples across Japan will host Setsubun festivals with events and activities, and some locations even feature sumo wrestlers, celebrities and kabuki actors throwing the lucky beans to spread good luck.

The one of the more common and well-known custom is **mamemaki** (豆撒き, "bean throwing"). People throw roasted soybeans, or **fukumame** (福豆, "fortune beans"), out from the front door of their homes or shrines while shouting "**Oni wa sato! Fuku wa uchi!**" (鬼は外! 福は内!).

"Devils out! Fortune in!"

Afterwards, each individual will eat the number of beans that corresponds with their age.