

Kikkoman Exhibits at Japan Industry Pavilion, Expo 2010 Shanghai China

Expo 2010 Shanghai China began on May 1. Kikkoman Corporation has two projects located in the Japan Industry Pavilion at the Expo: the *Ryoutei* “紫 MURASAKI.”, and a Kikkoman booth built on the theme “seasoning your life.” *Ryoutei* is a Japanese restaurant which serves *Kaiseki-ryori*, an ultimate form of Japanese cuisine.

At *Ryoutei* “紫 MURASAKI.”, chefs from renowned Japanese restaurants will serve dishes that represent the peak of Japanese dining culture, making skillful use of fresh seasonal ingredients while receiving diners with the sincere hospitality for which Japan is known.

Meanwhile, at the Kikkoman booth based on the theme of “seasoning your life,” iron artwork and video images of happy mealtime scenes convey the appeal of the Kikkoman brand to visitors.

From September 14 to 26 at the Japan Industry Pavilion, the Company will hold “KIKKOMAN WEEK,” a program of games and events that will offer visitors an opportunity to become familiar with Japanese food culture and soy sauce.

Expo 2010 Shanghai China is a major international event drawing attention from all over the world. The Kikkoman Group sees the Expo as an ideal opportunity to promote our philosophy of promoting international exchange of food culture. Throughout our participation at Expo 2010 Shanghai China we will distribute samples and conduct promotion activities such as consumer campaigns in order to raise awareness of the Kikkoman brand.



Entrance of *Ryoutei* “紫 MURASAKI.”



One of the dishes offered at *Ryoutei* “紫 MURASAKI.”