

Greetings

What we commonly use at the table or eat every day have the history of their origins or stories about the production methods or features. To learn those histories and stories can lead to a new way of enjoying food. Exploring such common things is one of the missions of our institute. This is why we feature *katsuobushi* (dried bonito or skipjack tuna) and Japanese traditional sake brewing in this issue.

Thanks to the development of packaged *katsuobushi* flakes, which keep long, fresh *katsuobushi* is readily available at any time. However, we now seldom grate *katsuobushi* at home. It is a pity that the memory of rich flavor imparted by freshly grated *katsuobushi* is fading.

Japan's traditional sake brewing was added to the UNESCO Intangible Cultural Heritage list in December 2024. The inscribed heritage covers sake, *shochu* spirits, *awamori* (Okinawa's iconic spirit), *mirin* (sweet rice wine), and other alcoholic beverages brewed in Japan using *koji* mold since ancient times. Understanding how Japan's original brewing technology has been developed and what features it has is very important in passing on our traditional culture. This issue provides detailed but easy-to-understand summaries written by specialists based on the knowledge gained through their research. We hope this journal will help you place a renewed focus on familiar food culture and make your dinner table more enjoyable and enriched.

In addition, we included reports of two exhibitions on advertisement among the themed exhibitions of our collections started in 2024 to show our institute's archives usually not open to the public. Again, by tracing changes in familiar advertisements, you will see transitions in Japan's daily culture at these exhibitions.

While continuing to plan diversified projects leveraging the collections, the Kikkoman Institute for International Food Culture will make efforts to offer new perspectives and insights through explorations of food culture.

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