

Aiming for the International Exchange of Food and Rich Eating Habits

The late Dr. Edwin O. Reischauer, former U.S. ambassador to Japan, with his international tastes and style, was a well-known authority on Japan. Dr. Reischauer provided the Kikkoman Corporation with a message stating that the "international exchange of food culture" enriched the lifestyles of the peoples of the world. An example of this is the successful introduction to America of the basic seasonings and soy sauce upon which Japanese cuisine is based.

The critic Kiyoteru Hanada has said that even a singularly Japanese product or concept becomes international

when it finds its way to other countries. This can clearly be said about soy sauce as well. In this way, entirely new food cultures are born and nurtured when the food culture of one country combines with the food cultures of the world.

The goal of the Kikkoman Institute for International Food Culture is not simply introducing the histories of eating habits and food cultures of the world, but also contributing to the "international exchange of food culture" and to education regarding food safety, diet, and nutrition.

Kikkoman Institute for International Food Culture

キッコーマン
国際食文化研究センター



Reading Corner



Media Corner



The buildings of Kikkoman's Noda headquarters harmonize nicely with the surrounding neighborhood



Library



Exhibition Corner

<http://kiifc.kikkoman.co.jp/>

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Hours: 10:00am-5:00pm, Monday-Friday The Institute is closed for the year's end and New Year's holiday, Golden Week and Obon

Call for details regarding dates.



Cover: *Toto Meisho—Nihonbashi Shinkei narabini Uoichi Zenzu*
(panoramic view of Nihonbashi bridge and the fish market) by
Utagawa Hiroshige

Nihonbashi was the starting point for five major routes linking Edo with the rest of Japan—the Tokkaido, the Nakasendo, the Nikkokuaido, the Oshukaido, and the Koshukaido. At Edo's center, Nihonbashi thronged with those departing from and arriving in Edo. By including Mt. Fuji and Edo castle together at the upper right of the illustration, Hiroshige emphasizes the central role played by Nihonbashi.

Between the Nihonbashi and Edo-bashi bridges, there were a number of fish markets, collectively known as the Uogashi, along the northern bank of the Nihonbashi river. With boats carrying various goods up and down the river, a huge amount of business took place at these markets. Wooden gates separated neighborhoods within Edo. Each neighborhood had gate guards and a neighborhood watch for patrolling and keeping an eye out for fires. Watch stations, with ladders on the roofs, can be seen at right. This scene is from the Tempo era (1830-1843).

Property of the Edo-Tokyo Museum

Source: Tokyo Metropolitan Foundation for History and Culture Image Archives