

Aiming for the International Exchange of Food and Plentiful Eating Habits

The late Dr. Edwin O. Reischauer, former U.S. ambassador to Japan, with his international tastes and style is a well-known authority on Japan. Dr. Reischauer has provided the Kikkoman Institute for International Food Culture with a message stating that the "international exchange of food culture" has 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 the introduction of the histories of eating habits and food cultures of the world, but rather to contribute to the "international exchange of food culture".

Kikkoman Institute for International Food Culture



The food and cooking section of the library. Internet users may search for our titles as well.



The buildings of Kikkoman's Noda headquarters harmonize nicely with the street running along the front.



Display panels and video corner

〈 Kikkoman Institute for International Food Culture Homepage 〉

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

Cover art: *Pumpkin* by Chinese artist, Zheng Nai Guang (who works under the pen name, 璧寿翁 Bi Shou Weng).

Born in Fuzhou, Fujian Province in February, 1911, the artist is a leading figure in Chinese art circles and spreads his own characteristic style as an art teacher. Displaying a flair for paintings of flowers, birds and animals, and fruits and vegetables in addition to his beautiful sceneries and paintings of people, the artist offers both traditional Chinese folk art as well as exhibiting a modern spirit. Zheng contributes to the cultivation of a new level in all aspects of Chinese painting including theme and emotion, composition, brush stroke and the use of color.

Zheng's work has been exhibited and received prizes throughout Europe, Asia and Africa, and with more than thirty of the artist's pieces displayed in museums and commemorative halls throughout China and the world, Zheng is listed in over 100 encyclopedias and annuals of the art world.

Zheng is currently chairman of the Fuzhou Art Academy and participates as member, advisor and researcher in many government and private art societies and foundations.



Kikkoman Institute for International Food Culture

250 Noda, Noda-shi, Chiba-ken 278-8601

TEL: 04-7123-5215

FAX: 04-7123-5218

Hours: 10:00am-5:00pm

Holidays: Saturday, Sunday and national holidays including

year end, New Year's, Golden Week and summer Obon holidays

*Please contact the Institute for more information.