

## 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 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 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



<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.

