## 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









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



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**Exhibition Come** 

## http://kiifc.kikkoman.co.jp/

## Kikkoman Institute for International Food Culture

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## Cover: Commodore Perry, staff and Marines landing at Yokohama

On February 10, 1854 of the lunar calendar, U.S. East India Squadron commander Commodore Matthew C. Perry and his chief-of-staff, Henry A. Adams, landed with approximately five hundred sailors and Marines at Yokohama with the purpose of opening Japan to the United States. Approximately thirty men entered the treaty hall (back cover left) to begin the first U.S.-Japan treaty

negotiations.

On the front cover is a small shrine to the water gods with a large tree behind it, which has been designated a cultural asset by the City of Yokohama. Today, this area is asset by the City of Yokonama. Today, this area is recognized in commemoration of the conclusion of The Treaty of Peace and Amity between the United States and the Empire of Japan.

This stone print, property of the Yokonama Archives of History, of Perry's landing is based on an original by Wilhelm Heine.