

## 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 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



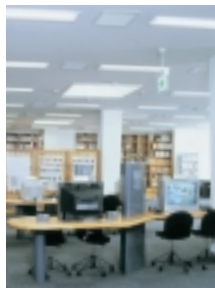
Reading Corner



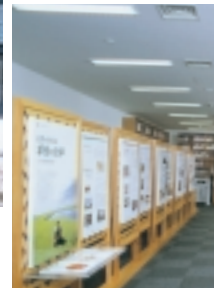
The buildings of Kikkoman's Noda headquarters harmonize nicely with the surrounding neighborhood



Library



Media Corner



Exhibition Corner

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

### Kikkoman Institute for International Food Culture

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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.

FOOD CULTURE No. 9 cover

Enlargement of the image used on the  
**FOOD CULTURE No. 8** cover  
Commodore Perry and his staff make their way to the building at left, site of their formal reception.

**Cover: Yokohama reception for Commodore Perry and staff (property of the Yokohama City Central Library)**

This painting, by Takagawa Bunsen, artist for the Matsushiro Clan, portrays the first ever formal talks between the United States of America and the Empire of Japan, represented by delegates of the Tokugawa Shogunate. This meeting took place on March 8, 1854.

In addition to Commodore Matthew C. Perry, Perry's chief-of-staff, Henry Adams, and Perry's son, Oliver Hazard Perry II (back cover, right), this reception was attended by a number of renowned Japanese dignitaries.

Shown at far left on the front cover, looking at an open text, is Wilhelm Heine, a member of Perry's staff and painter of the original work from which the stone print used on the **FOOD CULTURE No. 8** cover was duplicated.