

## 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" and to education regarding food safety, diet and nutrition.

Kikkoman Institute for International Food Culture



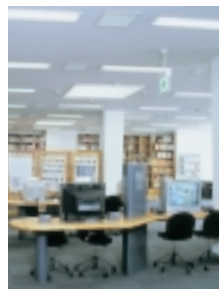
Reading Corner



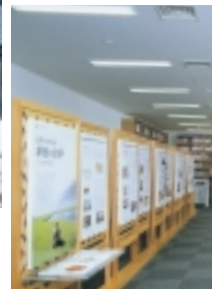
The buildings of Kikkoman's Noda headquarters harmonize nicely with the surrounding neighborhood



Library



Media Corner



Exhibition Corner

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

### Kikkoman Institute for International Food Culture

Noda 250 Noda-shi, Chiba-ken 278-8601 TEL: +81-4-7123-5215 FAX: +81-4-7123-5218

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: *Jokyaku Annai Yusen Zue* by Shokoku Yamamoto; property of Showa Women's University Library**

This illustration was published in a 1906 special edition of the annual periodical, *Fuzoku Gaho*, and depicts a contemporary dinner scene from the first-class dining room of a Japanese passenger ship. Japanese people wearing traditional Japanese clothing displaying family crests, as well as European ladies and gentlemen in dresses and tailcoats can be seen gathered around tables laden with European dishes and decorated with potted plants and flower arrangements. A Chinese man with the traditional queue is also visible at the far right. This illustration was accompanied by a note that the waiter is holding the menu, a gold lithograph printed on fine Western paper.