

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 introducing the histories of eating habits and food cultures of the world, but also contributing to the “international exchange of food culture” and to education regarding food safety, diet, and nutrition.

Kikkoman Institute for International Food Culture



Reading Corner

Library

Media Corner

Exhibition Corner

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

<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.



Cover: *Toto Meisho Takanawa Nijuroku-ya Machi Yukyo-no-zu (Feast in Waiting for the Moon at Takanawa, Edo on the Twenty-sixth Night)* by Utagawa Hiroshige; property of the Kanagawa Prefectural Museum of Cultural History

This folding panel depicts a large crowd gathered for the moon viewing popular in Edo (Tokyo) on the night of the twenty-sixth day of the seventh month of the Chinese lunar calendar. The coastline stretching from Takanawa to Shinagawa was an especially popular site for viewing the waning crescent moon visible on this night. While many chose to view the moon from one of the numerous boats floating just off shore, most stayed on land, satisfying their hunger, thirst, and sweet tooth from the stalls selling a wide variety of favorites now considered true Japanese cuisine, such as sweet red-bean soup with *mochi* (rice cakes), soba noodles, sushi, and tempura. A reed-roofed tea house has even been set up for the event.