

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



Media Corner



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



Library



Exhibition Corner

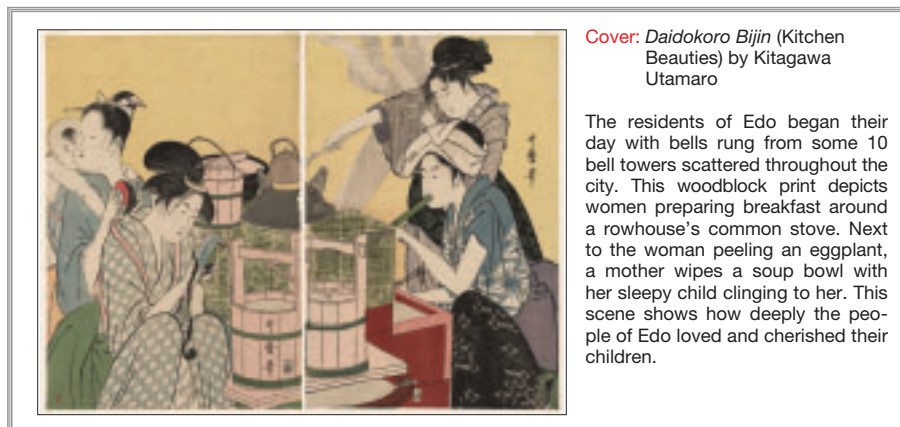
<http://kiifc.kikkoman.co.jp/>

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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.



Cover: *Daidokoro Bijin* (Kitchen Beauties) by Kitagawa Utamaro

The residents of Edo began their day with bells rung from some 10 bell towers scattered throughout the city. This woodblock print depicts women preparing breakfast around a rowhouse's common stove. Next to the woman peeling an eggplant, a mother wipes a soup bowl with her sleepy child clinging to her. This scene shows how deeply the people of Edo loved and cherished their children.