

## 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



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



Library



Media Corner



Exhibition Corner

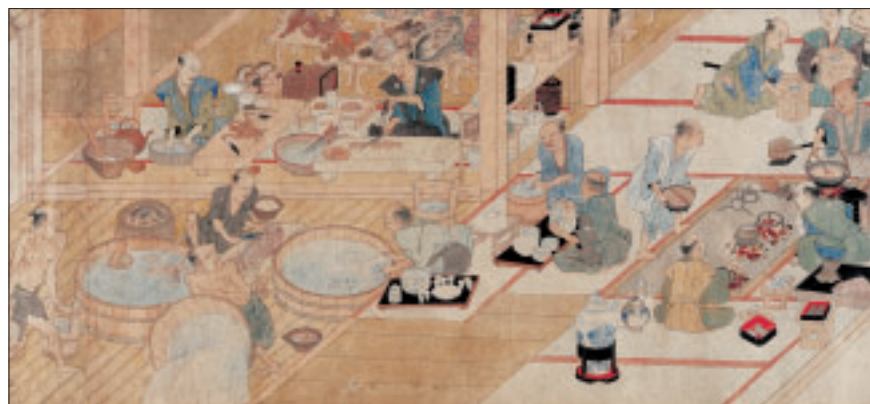
<http://kiifc.kikkoman.co.jp/>

**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.



**Cover:** From *Shichi Nan Shichi Fuku no Zu* (Seven Happinesses and Seven Misfortunes); by Maruyama Okyo, property of Shokoku Temple

The formal dinner, believed to be the origin of Japanese cuisine, was an important ritual imposed on samurai families. Offering high officials lavish entertainment helped to preserve the shogunate system and to maintain the social hierarchy.

At his patron's request, Okyo spent three years on this work, finally completing it around 1768. The work portrays earthly events with natural disasters in the first screen, human disasters in the second, and happiness and longevity in the third. Along with that shown on page twelve, this portion forms a part of the third screen.

Okyo (1733-1795) was a master painter during the Edo period, trained in the conservative Kano School in Kyoto. Okyo often visited temples and copied famous Japanese and Chinese paintings. He also made sketches of nature and people. Okyo founded the Maruyama School and his best-known works include *Shichi Nan Shichi Fuku no Zu* (Seven Happinesses and Seven Misfortunes) and *Sessho Zu Byobu* (Pine Trees).