

Encouraging the International Exchange of Food Culture and Cuisine

The goals of the Kikkoman Institute for International Food Culture are to contribute to international exchange between food cultures by introducing the histories of cuisines and eating habits from around the world.



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

Kikkoman Institute for International Food Culture

Library

Exhibition corner

Media corner

Reading corner

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

Kikkoman Institute for International Food Culture

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

Hours: 10:00 a.m.-5:00 p.m., Monday through Friday

*The Institute is closed on holidays, including year-end and New Year's holidays, Golden Week and Obon.
Call for details regarding dates.

FOOD CULTURE

KIKKOMAN FOOD CULTURE No.21

Japanese Cuisine Garners Attention in the U.S. for Its Quality and Diversity..... 2

Healthy and Delightful Japanese Dishes A Report on the Worlds of Flavor International Conference & Festival 2010 JAPAN: FLAVORS OF CULTURE

The world's largest culinary arts conference was held for three days from November 4, 2010 at Napa Valley, California. This year's theme, "Japan: Flavors of Culture," reflects the increasing attention being given to Japanese cuisine. At the forum, American and Japanese chefs and food service professionals came together to learn about Japanese cuisine from each other, and multifaceted perspectives were presented.
Reported by the Kikkoman Institute for International Food Culture

A Delicious Revolution in the U.S. 9

California Cuisine as a Lifestyle

It is generally understood that California Cuisine was the brainchild of Alice Waters, the proprietor of Chez Panisse in Berkeley, California. This movement, which emphasizes abundant quality ingredients with wide diversity and the promotion of local production for local consumption, has attracted many supporters and has even spread to the corporate world. California Cuisine is not merely a style of cooking, as

it has affected the lifestyle and social awareness of entire communities. This delicious revolution has been permeating America.

By Haruko Hagiwara

The World's Thriving Sushi Business..... 13

The Popularity of Sushi Overseas—The BRICs Part 1

Focusing on the popularity of sushi in the economically emerging BRICs, this issue features Brazil and Russia. Brazil was visited by the author in a previous research trip, and a report was compiled for this issue. For Russia, the sushi restaurants in Ukraine, a neighboring country with a similar situation, were looked at.

By Hirotaka Matsumoto



KIKKOMAN
INSTITUTE FOR
INTERNATIONAL
FOOD CULTURE

Kikkoman Institute for International Food Culture Logo

This mark was designed with the images of rice and wheat, two of the world's three major grains, with deep connections to the food cultures of Japan and the world, inside a turtle-shell design. The turtle-shell design is a deep purple, in the image of soy sauce. The grains, abundant with their fruits, are a gold color.

To support research into the food cultures of East Asia, the Kikkoman Institute for International Food Culture is an active and supporting member of the German East Asian Arts Council.