

Greetings

Kikkoman laid the foundation for soy sauce production during the Edo period (1603–1868), when Japan's original food culture developed and flourished. Since that time, we have been active in spreading Japan's splendid food culture throughout the world through the distribution of soy sauce, as well as introducing distinguished food cultures from other parts of the world to Japan.

The Kikkoman Institute for International Food Culture was established in 1999 as part of a commemoration celebrating the 80th anniversary of the foundation of Kikkoman Corporation. To promote the international exchange of food cultures, the institute has been conducting a variety of activities, including sociocultural studies primarily focused on the fermented seasoning known as soy sauce, and the collection and publication of food related information. While continuing to delve into food culture in Japan as well as in many other parts of the world, the institute will look into the cultures that produce fermented seasonings, including brewed soy sauce, and further explore the potential of fermented seasonings used throughout the world from diverse perspectives.

It would be an honor for us if our activities could be of some help in the development of food cultures and the enrichment of dietary life.

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The Immigrants Who Introduced Japanese Foods to the Americas (Part 2: South America) — 03

Research Fellow, Institute for Migration and Ethnic Culture Studies, Waseda University

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The author went to Brazil to study when he was an undergraduate student at Sophia University, and travelled throughout the country. He returned to Japan roughly 10 years later. The author draws on his extensive knowledge of the country to report on Japanese immigrants in South America, as a follow-up to part one (North America) in the previous issue.



Tracing the Roots of Nanban Cuisine

Fascinating Fusion Cuisines in Various Parts of Asia — 11

Food Culture Researcher and Professor Emeritus at Kobe Women's Junior College

Makiko Katayose



Tempura, *nanban-zuke* and *kasutera* are culinary remnants of the Nanban culture that entered Japan before enforcement of the national policy of seclusion that started in the early 17th century. Tracing the roots of these foods, the author introduces fusion cuisines developed through the integration of Western and Eastern food cultures.

The Japanese Immigrants who Enriched Dominican Tables

The Dominican Republic—50 years after Japanese agricultural immigration — 15

Food Culture Researcher and Lecturer at Miyagi Prefecture Agricultural College

Ryoko Endo

Japanese emigration to the Dominican Republic mainly took place between 1956 and 1959. While looking at the hardships these immigrants underwent in early days after resettling, the establishment of the Nikkei community, and their integration with the local culture, the article introduces a new food culture spreading in the Dominican Republic via local agriculture.



Soy Sauce Is Loved All Over the World

Today, Japanese soy sauce is enjoyed in over 100 countries around the world.

— Kikkoman Manufacturing Centers Overseas —

America ▶ It all started with our advance into the U.S.

With the aim of full-scale penetration of the U.S. market, Kikkoman established a sales office in San Francisco in 1957.



●1973
First shipment
KFI Wisconsin
Plant (U.S.A.)

Over half-century since then, it can now be said that nearly half of all American households keep soy sauce on hand. Soy sauce penetration in the U.S. dramatically expanded as a result of letting the Americans know that soy sauce goes wonderfully with meat dishes.



●1998 First shipment
KFI California Plant (U.S.A.)

As a result of consistent marketing efforts, soy sauce has gradually seeped into American food culture. The first overseas brewing plant was established in the Midwestern state of Wisconsin in 1972, and the first made-in-the-USA soy sauce shipment went out in 1973. By bringing forth new values while integrating soy sauce in overseas food cultures, and thereby contributing to people's lives—Kikkoman's wishes have come true in North America.

Europe ▶ Soy sauce has been increasing its penetration in Europe.



●1997 First shipment
European plant (KFE) in the Netherlands

Kikkoman's entry into Europe began at Düsseldorf, Germany in 1973. Europe has a long history, and people have a strong adherence to their own food cultures,

which vary between countries and regions. Because of this, Europeans tend to be rather conservative in their food choices, and do not readily accept new flavors from abroad. However, with interest in Japanese foods accelerated by a growing health consciousness, many chefs in Europe have recently been more active in incorporating the essence of Japanese cuisine in local dishes. With this trend, the profile of soy sauce in the culture has been rising. Furthermore, with the spread of sushi and other Japanese foods, shipments of soy sauce to Russia and Central Eastern Europe have been increasing.

Asia ▶ To various parts of Oceania and Asia, and on to the rest of the world



●1984 First shipment
Singapore Plant (KSP)

As each area in Asia has a seasoning similar to soy sauce in its food culture, Kikkoman considers it important to teach people the differences between their seasonings and soy sauce. Currently, we produce Kikkoman products designed for the Asian market in Singapore, as well as in three other regional manufacturing bases. These include two in China established by joint venture with the Uni-President Enterprises Corporation group, the largest food company in

Taiwan. Kikkoman will continue to convey the charm of soy sauce while respecting the lifestyles and food cultures of each area.



●1990 Established
Joint venture, President Kikkoman Inc. (PKI) (Taiwan)



●2002 First shipment
Joint venture plant in
China, Kunshan President
Kikkoman Biotechnology
Co., Ltd. (K-PK)



●2008 Established
Joint venture, President
Kikkoman Zhenji Foods
Co., Ltd. (PKZ) (China)