

平成 27 年度

食品産業グローバル展開
インフラ整備事業のうち
官民合同フォーラム開催による
課題解決の促進

事業実施報告書
別添資料

平成 28 年 3 月

アイ・シー・ネット株式会社

別添資料 1
セミナー参加者向けの質問票

Questionnaires to all Participants Japanese Food Seminar

Date: _____

Name: _____

Age: _____ Male / Female

Occupation: _____ Company/Institute: _____

1. Your evaluation of the proposed recipes

1/1 Wasabi-flavored Beef Roll with vegetables(牛肉とたっぷり野菜のわさび風味のり巻き)

Taste (How did you like it?): _____

Ingredients (Do you think you can find and buy them?) _____

Applicability (Do you think you can use the recipe in your restaurant and/or your family?) _____

1/2 Beef Salad flavored with Yuzu and pepper (牛肉のゆずこしょう焼きサラダ仕立て)

Taste (How did you like it?): _____

Ingredients (Do you think you can find and buy them?) _____

Applicability (Do you think you can use the recipe in your restaurant and/or your family?) _____

1/3 Rice cake crepe flavored with Matcha (抹茶の和風餅クレープ)

Taste (How did you like it?): _____

Ingredients (Do you think you can find and buy them?)_____

Applicability (Do you think you can use the recipe in your restaurant and/or your family?)

1/4 Fried Oyster (かきフライ)

Taste (How did you like it?):_____

Ingredients (Do you think you can find and buy them?)_____

Applicability (Do you think you can use the recipe in your restaurant and/or your family?)

2. Are you satisfied with the contents of the Seminar/?

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3. Understanding of Wachoku (Japanese cuisine) (How do you like it?)

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4. Understanding of Wagyu (Japanese beef) (How do you like it?)

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5. Understanding of Japanese condiments (How do you like them?)

6. Any observation about the Seminar

Many thanks

別添資料 2
シェフ向けの質問票

Questionnaires for Professional Chefs Japanese Food Seminar/Forum

1. How do you judge Japanese ingredients?
 - a) flavor, texture, scent, freshness
 - b) appearance (colors, shape, etc.)
 - c) uniformity
 - d) packaging. display
 - e) sense of the seasons
 - f) any weakness

2. Cooking methods, recipe (How do you use Japanese ingredients?) (eating raw, boiling, grilling, baking, frying, steaming, etc.)
 - a) beef
 - b) fish
 - c) oyster
 - d) your favored ingredient ()

3. Quantity of Japanese ingredients used per month (How much do you expect to use Japanese ingredients?)
 - a) beef
 - b) oyster
 - c) miso
 - d) shoyu (Japanese soy sauce)
 - e) mirin
 - f) other ()
 - g) other ()

4. Prices of Japanese ingredients (How should be the price of the Japanese ingredient acceptable for you?)
 - a) beef
 - b) oyster
 - c) miso
 - d) shoyu (Japanese soy sauce)
 - e) mirin
 - f) other ()

g) other ()

5. Your comments on the durability (shelf-life) and the way of conservation of Japanese ingredients

a) shelf-life

b) freshness of purchased Japanese ingredients

c) problems (or points for improvement) related to the maintenance of freshness of Japanese ingredients

6. Possibility of acquiring Japanese ingredient

6/1 Where do you purchase Japanese ingredients?

a) beef

b) oyster

c) miso

d) shoyu (Japanese soy sauce)

e) mirin

f) other ()

6/2 Do you use mail-order services to purchase Japanese ingredients?

a) beef

b) oyster

c) miso

d) shoyu (Japanese soy sauce)

e) mirin

f) other ()

6/3 How do you collect information on Japanese ingredients?

a) beef

b) oyster

c) miso

d) shoyu (Japanese soy sauce)

e) mirin

f) other ()

6/4 Do you have difficulty in purchasing Japanese ingredients?

a) beef

- b) oyster
- c) miso
- d) shoyu (Japanese soy sauce)
- e) mirin
- f) other ()

6/5 Do you have any channel through which you can acquire Japanese ingredients which are otherwise difficult to acquire? What is that channel?

別添資料 3
和食に関するプレゼンテーション資料



About Japanese cuisine “Washoku”

- Japanese Government promotes Japanese food.



- “Washoku, traditional dietary cultures of the Japanese, notably for the celebration of New Year” registered as “UNESCO Intangible Cultural Heritage”

Promotion of the “Washoku”

- Organization of various events
- Participation in Expo 2015 in Milano



Logo for the promotion of Washoku

Japanese food quality

Oishii : Delicious!

UNESCO Intangible Cultural Heritage

- Gastronomic Diet of the French: 2010
- Traditional Mexican Cuisine : 2010
- Mediteranean Diet (Greece, Italy, Spain, Morocco, Portugal, Croatia, Cyprus) : 2010
- Washoku (Japan) : 2013



UNESCO Intangible Cultural Heritage

Washoku

- Diversified and fresh ingredients and respects thereof
- Nutritious balance as basis of healthy dietary life
- Expression of natural beauty and four seasons
- Relation to annual events (Shogatsu: New Year's Day)



Japanese Food & Cuisine



What makes Japanese cuisine unique?

Japanese food ingredients based on the country's climate and natural features.

Knowledge to use them turned into dietary culture.

To explore the roots of Japanese cuisine, it is important to understand the Japanese climate and topography.

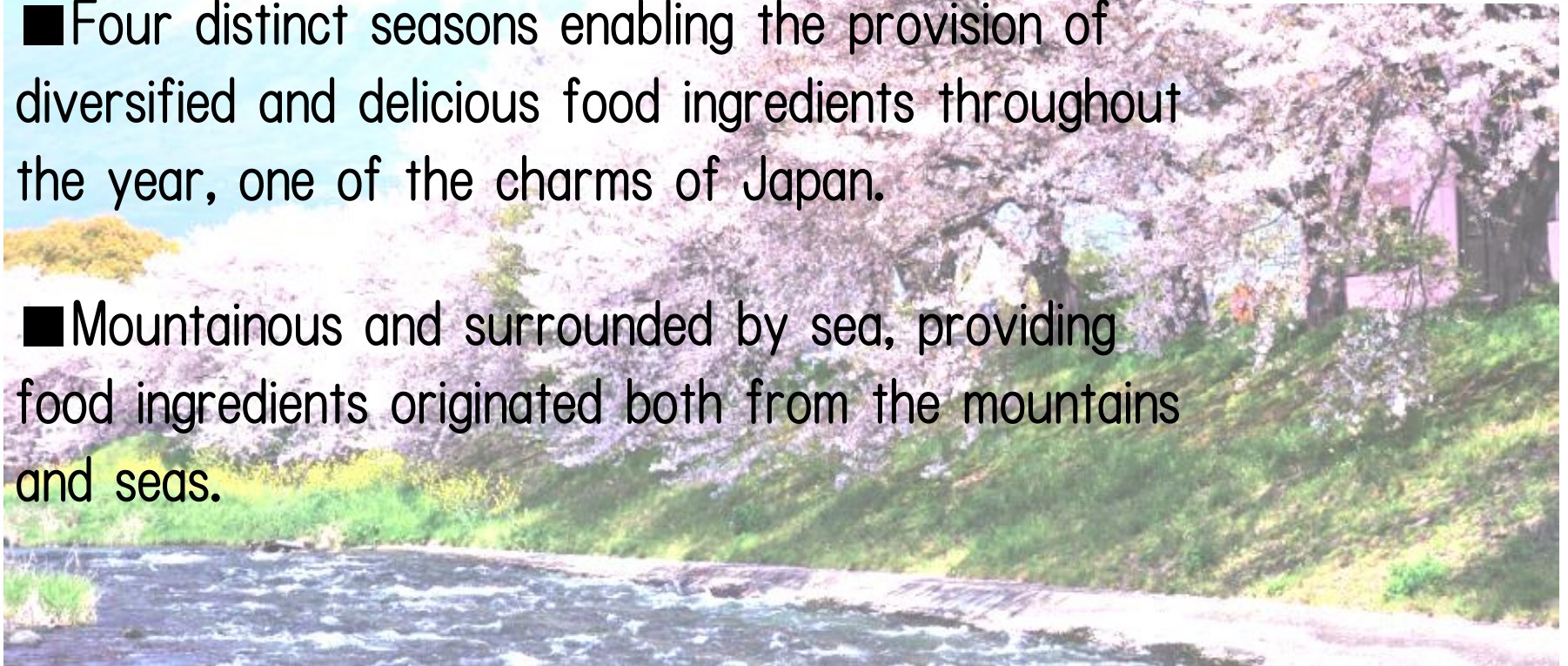


What makes Japanese cuisine unique?

■ Diversity of climatic conditions of Japan: resulting in the emergence of a variety of dietary customs and cuisines and unique traditional dishes in each region.

■ Four distinct seasons enabling the provision of diversified and delicious food ingredients throughout the year, one of the charms of Japan.

■ Mountainous and surrounded by sea, providing food ingredients originated both from the mountains and seas.



Features of Japanese cuisine

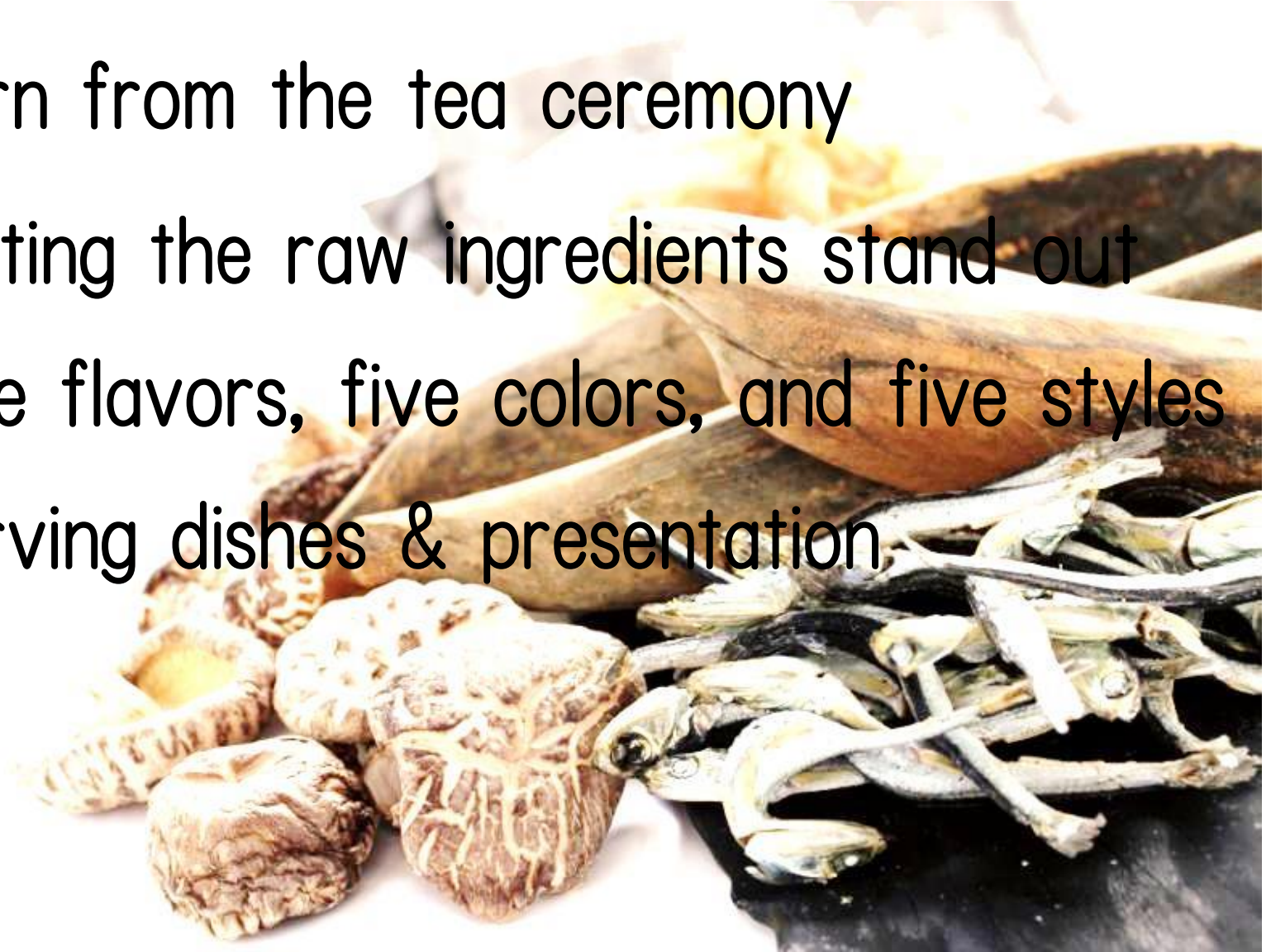
Japanese cuisine is made with the rich food ingredients produced under Japan's unique climate.

Dishes carefully prepared by hand are the essence of Japanese cuisine.



Features of Japanese cuisine

1. Born from the tea ceremony
2. Letting the raw ingredients stand out
3. Five flavors, five colors, and five styles
4. Serving dishes & presentation





Born from the tea ceremony

Tea ceremony cuisine was developed to mitigate the rough taste of green tea.

The hospitality of the tea ceremony is the origin of Japanese cuisine.



Letting the raw ingredients stand out

To enjoy the pure and natural tastes of fresh ingredients, many simple cooking methods have been developed.

The examples include raw fish cuisine such as sushi and sashimi, as well as tempura and kabayaki (eel broiled in soy-based sauces).



Five flavors, five colors, and five styles

Five Flavors: sweet, sour, salty,
bitter and *umami*

Five Colors: red, yellow, green,
white, and black

Five Styles: boiling, grilling,
steaming, deep frying, and raw

.

Combination of five flavors, five
colors, and five styles.



Serving Dishes & Presentation

a wide range of dishes and utensils designed to complement different foods with their colors, designs, materials, sizes, shapes, manufacturing methods and other aspects

Different dishes may also be used for different seasons.

Typical Japanese Dishes

Japanese cuisine is rich with seasonality

A photograph showing a light-colored wooden box and a woven basket resting on a bamboo mat. The box is open, and the basket is partially visible behind it. The background is a blue and white patterned surface.



Thank you for your attention!

