

FCI (フジサンケイ・インターナショナル)
2010年1月27日放映



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日本農業新聞
2010年1月24日掲載

本農業新聞 (第3報郵便物認可)

NY料理関係者 うっとり 日本食講座 手応え

和の心知り 味わい格別

米ニューヨーク市マンハッタン地区にある料理専門学校、ザ・インターナショナル・クリナリー・センターで22日から4日間の日程で、学生やレストランのシェフを対象とした日本食講座「ザ・エッセンス・オブ・ジャパニーズ・フード」が開かれている。農水省の輸出促進事業、日本食・日本食材等海外発信委託事業の一環。世界の食文化が集まるニューヨークの料理業界関係者に日本の食材を紹介し、積極的に活用してもらうことで、将来の輸出拡大につなげるのが狙いだ。
(ニューヨーク特約小野かおり)

22日は日本の自然環境に始まり、旬の味覚やもてなしの心など日本食の文化的な背景や、農水産物の生産や流通といった基礎的な講義が行われた。学生やメディア関係者ら約30人が参加した会場では日本の伝統食の奥深さや、四季折々の食材の豊かさに感心する声が多く聞かれた。

同センター、フランス料理コース生徒のエイタン・ギンソンさんは「歴史や文化を踏まえた食材の解説は、とてもためになる。ファストフード文化の米国人にとっては驚くことばかり」と話す。レストラン関係者の間で日本食材は注目されているが、「組み合わせや味付けなど使い方が分からず苦労する」と言うのは、同生徒のベン・ムーアさん。試食で配られた日本産のフルーッとマトを口に、「程よい堅さの食感と、甘味が何ともいえない」と絶賛した。

この日講師を務めた市内のレストラン、MORIMOTOのシェフ石井義典氏によると、高級レストランのシェフや顧客には日本野菜独特の風味を評価する人が多いと言いつ、ニューヨークで入手できる和食材の種類が、もっと豊富になれば」と希望を語った。

講座は後半の2日間、講義、デモンストレーションのほか日本の出品者10団体による日本茶や梅干し、和牛などの食材紹介と商談会も行われる。

農水省 茶や和牛 商談も 仕掛け



食材について説明する石井シェフと聞き入る参加者

※掲載許可取得済

デイリーサン・ニューヨーク
2010年1月27日掲載

農林水産省主催、食品関連業者中心に
一流シェフら日本の味覚紹介
「挑戦してみたい」の声も多数
インターナショナル・カリナリー・センター



校、インターナショナル・カリナリー・センターで開催された。期間中は連日、米国の食品関連事業者を中心に、多くの人々が講義を受講し、日本食の魅力に触れた。イベントは2部構成で

デビッド・ブレイ氏(中央)による日本食材講座とデモンストレーションの様子。25日、マンハッタン区ソーホーのインターナショナル・カリナリー・センター (photo: Tome)

行われ、22、23日は若手シェフ向けの日本食文化講座、24、25日にはトップシェフ向けの食材講座

や、食品関連業者間での商談などが実施された。特に注目を集めたのは、最終日に有名一流シェフ、デビッド・ブレイ氏を講師に迎えて行われた、日本食材の紹介とデモンストレーションで、受講者からは神戸牛やユズ、長芋を使った見た目にも美しい料理を試食。受講者からは、「新しい食材に出会い、新たな発見がたくさんあった。日本食材を使った料

理に挑戦してみたい」という声も多数上がった。同講座は、日本の農林水産物、食品の米国への輸出促進を図ることを目的として行われた。

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週刊 NY 生活
2010年1月30日掲載



週刊NY生活 SHUKAN NEW YORK SEIKATSU 2010年(平成22年)1月30日(土)

日本食文化 NYで紹介

農林水産省の海外発信事業
日本の食材新たな発見



そばについて解説する倉岡氏(中央)



フーレー氏



福岡の食材を使った料理の試食をする招待客たち

農林水産省は日本食文化海外発信事業の一環として、1月22日から25日にかけて、ニューヨーク市イタナショナル・カリナリー・センターで「日本食の魅力」日本食の新たな発見」と題した講座を行った。最終日は、日本食レストラン「レストラン日本」の経営者、倉岡伸哉社長と、フレンチレストラン「ブレイ」のオーナー、デビッド・フーレー氏が講演を交えながら講演を実施。料理学校の学生やレストラン、シェフなど関係者が出席した。倉岡氏は日本食レストラン事業の先駆者として、そばなどの日本食の普及に尽

福岡商工会議所も

また同日夕、市内のシフトレストラン「BLT」で福岡商工会議所(河部浩二会長)の主催による「福岡料理フェア in ニューヨーク」が行われ、シェフ30人と関係者が招かれた。企画はニューヨークで博多トントンを経営し、福岡商工会議所の海外定番化支援アドバイザーを務めるヒミオオカジマ氏が発案。昨

力してきた。そばは132キロカロリーで、ビタミンB1、B2、Eなどが入っており、低カロリーな健康食品。講演では同店がメニューの「そばサラダ」を紹介した。続くフーレー氏の講演は「日本の食材をいかにフレンチ料理に合わせるか」との内容で、フーレー氏は「食材をバランスよく取り入れることが大切」と話した。

年10月BLTの副料理長リフレクション・イスマエル氏を福岡に招き、食品企業や生産者を紹介した。今回の会食では福岡の蔵元、喜多屋から純米大吟醸寒山水や純米酒、高多屋など4種類の酒が供されたほか、ゆずこしよや明太子など日系企業10社から12種類の食材を披露した。

福岡商工会議所の西岡潤史国際部長は「ニューヨークの目利きのシェフたちに福岡の食材を知ってもらおうのが狙い」と述べた。今後、福岡を中心に九州全体の食材売り込みも計画しているという。
当日は来米した九州大学大学院の坂口光一教授率いる感性融合デザインセンターの一員も参加し、食材PRの様子を視察した。

Highlighting JAPAN
2010年3月号掲載



COVER STORY

Bringing the Flavors of Japan to the World

The government of Japan is working together with the private sector to promote exports of fine food products to encourage more people around the world to enjoy Japan's delicious ingredients. Japan Echo reports on the various initiatives being undertaken around the world to promote Japanese food products and cuisine.

Sponsored by the Ministry of Agriculture, Forestry, and Fisheries, the Essence of Japanese Food event was held in the SoHo district of New York in January 2010 to promote Japanese ingredients among culinary professionals. Food critics and chefs from some of the city's most popular restaurants were on hand to give cooking demonstrations and lectures on the characteristics and appeal of Japanese cuisine.

Essence of Japanese Food in New York

"The first two days focused on introducing junior chefs to Japanese cuisine and the historical and climatic context that gave rise to it," says Takuya Kanzawa of Japan Convention Services, who organized the event. One of the topics covered was *umami*, a flavor characteristic of Japanese cuisine. Japanese cooking uses a unique method of making stock known as *dashi*, using dried kelp and bonito flakes. *Dashi* lends a distinctive *umami* flavor to all kinds of dishes and is also a very diverse ingredient. Even *dashi* made from the same ingredients can produce quite different flavors depending on how it is prepared and how it is used. Shintaro

Yoshida of the Umami Information Center in New York gave a lecture on what makes *umami* so important, using a wide range of scientific and nutritional data.

Umami is a taste whose discovery was made by a Japanese researcher. Reasoning that *konbu* kelp contained a substance that gives food its savory quality, Tokyo Imperial University Professor Kikunae Ikeda succeeded in extracting glutamate from *konbu* in 1908, naming this substance *umami*. A seasoning whose main component was glutamate was marketed the following year, and it is still widely used in over 100 countries around the world.

"The second half of the four-day event was given over to lectures on Japanese ingredients that were specifically designed for restaurant managers and executive chefs. Ten suppliers were chosen from among applicants to bring their produce over from Japan for use in demonstrations. Some of the ingredients on display included *sansho* [Japanese pepper], *somen* [thin wheat noodles], and *nagaimo* [mountain yam]. Celebrity chefs Josh DeChellis and David Bouley gave cooking demonstrations using these Japanese ingredients. One thing the event made abundantly clear is that Japanese ingredients are not just for Japanese

food: They can be used in French and Italian cooking as well.

"Chef Bouley's menu included a black truffle *dashi* sauce using Hokkaido scallops and *nagaimo* yams from Aomori, as well as grilled *wagyu* [Japanese beef] with *nagaimo* yams in a red-wine and onion sauce," Kanzawa notes that the event was a huge success with everyone who tasted the dishes.

Booths were set up in the exhibition space where visitors gathered after the demonstrations to ask questions about ingredients that had piqued their interest and to find out more about where the ingredients were available and how they might be used in different styles of cooking.

"Several companies looking to boost exports of food products also sent representatives," explains Kanzawa. "As well as providing information on ingredients, the event also helped to facilitate business negotiations, including discussion of such topics as ordering and pricing information."

Another reason for the event's success was the enthusiasm of all the people who gave lectures. Nobuyoshi Kuraoka, a Japanese immigrant who singlehandedly built up a successful Japanese restaurant in New York, said, "People talk about a boom in Japanese food, but a lot of the time it's not presented

properly. I've wanted to introduce people to the true essence of Japanese food for a long time, so an event like this one was an ideal opportunity for me." Josh DeChellis, who incorporates Italian and French as well as Japanese elements into his creations, urged other chefs to try using Japanese ingredients in their cooking.

"This event opened my eyes to the potential of Japanese ingredients," said one participant. "I'm particularly intrigued by *somen*. It's kind of like a healthy, Japanese pasta." Many people said the event had made them realize how versatile Japanese ingredients could be. "I'd always thought of things like spicy *sansho* seasoning as suitable only for Japanese food, but this event has made me realize that I can use these ingredients in my own dishes too," said one enthusiastic participant.

American Feast's Sustainable Food Blog
『Chef David Bouley Adapts Japanese Ingredients to French Dishes』
2010年1月26日掲載

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[Chef David Bouley Adapts Japanese Ingredients to French Dishes](#)



Mount Fuji (photo by Daniel T. Yara, courtesy of morgueFile.com)

Fierce winds had umbrellas snapping yesterday, but the stormy weather was worth braving to watch Chef David Bouley adapt Japanese ingredients into French dishes, as we savored his creations. The renowned chef said the international blend was, "The Western world and the Eastern world giving each other a hug."

The Essence of Japanese Food

Chef Bouley was appearing as part of the event, "The Essence of Japanese Food, Discover Authentic Japanese Ingredients" at the International Culinary Center on Broadway in Lower Manhattan. He became fascinated with the "simplicity and purity" of Japanese food some years ago, when seeking lighter dishes that would delight the palate while delivering a healthy nutritional profile. It's a commendable quest. The rate of heart disease among men living in Japan is less than half that of men living in the United States, much of the difference attributable to unhealthy eating and sedentary living.

The great chef marveled at the attention to purity in Japanese cuisine. He related a story about an event in Barcelona, Spain, where 500 gallons of water from Mount Fuji had been shipped so that Japanese chefs could cook with the water essential to producing the desired taste of the dishes they created.

Bouley's Latest Eatery Coming In July

It was a real delight to see a classically trained and much acclaimed chef excited about what he had learned from Japanese chefs in recent years, and he exhibited plenty of enthusiasm for continuing to expand his knowledge and technique. The next Bouley restaurant in New York will be an expression of his enthusiasm for the blending of culinary influences to produce something new and exciting. The chef reminded us that all cuisine is international, even "tempura was brought to Japan by Portuguese sailors." His newest eatery will be named Brushstroke, and will be opening on Manhattan's Hudson Street in July of 2010.

Such a restaurant would probably have been impossible less than a decade ago, when the highest quality Japanese ingredients were mostly unavailable to American kitchens. Kudzu from vines that can be 200 years old was incorporated into Chef Bouley's demonstration, along with fresh sea scallops of sashimi quality from Hokkaido, and Wagyu beef. A mousse fashioned from Japanese mountain yams illustrated the versatility of the ingredients when in creative hands.

Sustainable and Traceable

Health, safety and sustainability are major themes in Japanese food, and traceability is a major part of the equation. When purchased in a supermarket, Wagyu beef is numbered so that an online search will reveal its breed, birth date, and place of origin. Wild sea scallops harvested alive in the seas off Hokkaido and are similarly sustainable and traceable, two elements increasingly being adapted by American food producers who want to assure consumers that they are getting the highest quality food.

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Finance Foodie『Cooking with Chef David Bouley[New York]』
2010年1月27日掲載

Cooking with Chef David Bouley [New York]

By Anne M. Raso

"The Essence Of Japanese Food" (adaptation Of Japanese Ingredients Into French Dishes) cooking demo by the legendary David Bouley at the International Culinary Center in Soho on January 25th was an eye-opener, even to the most seasoned NY chefs - and many were in the audience!

At the event, Bouley announced that his new eatery *Brushstroke*, would be replacing his legendary *Viesseux* with a twist of Modern-American plates. *Garvot* (at 30 Hudson Street), in early July. *Brushstroke* will focus on the native cuisine of Kyoto, known as *Kaiseki* cuisine, with the twist of French that Bouley brings to all his establishments. As all good NYC-based foodies know, Chef Bouley garnered worldwide acclaim over 25 years ago as a chef at *Le Cirque* and later named Bouley in several incarnations including the original on Duane Street, *Bouley Bakery* and *Bouley Upscale*. The guy cannot do any wrong in our eyes.



Bouley explained that this is the first time a *Kaiseki* restaurant is coming to New York because so few fresh ingredients were available here until very recently - and this cuisine demands that everything be fresh off the farm or out of the pond. Fish and cattle are slaughtered in different ways in Kyoto—fish fins are snapped by fishermen on the boat—but you'd probably not want to know that. In contrast, Wagyu beef comes from cows that are fed beer and massaged all day like kings. They live the life of an Ivy League frat boy with money until their dying day!



Chef Bouley did the class with the help of sous chef Ito Yamada, a chef at Bouley's (partner who will be head of the kitchen at *Brushstroke*). Bouley refers to Mr. Yamada as "the machine" since he moves at lightning speed and incredible precision. (He recently won a New York Rising Star Award)—and no wonder—it is a real pleasure to see the "master of the mandolin" in action!



Chef Bouley told us clever tales about his love of the Japanese Mountain yam (which is going to be a staple veggie at *Brushstroke*), and with Yamada, cooked two styles of Wagyu beef and two styles of scallops. He noted that he could not serve the roasted Wagyu in his new eatery because it takes best three minutes out of the pan. Hmm—maybe we have at financefoodie.com can come hang out at the kitchen when *Brushstroke* opens!



Foodies, don't get jealous! Here are the four delectable dishes that made up the menu from my afternoon with Bouley and Yamada (I can still taste that luscious, heavily marbled sliced Wagyu beef rolled up with a warm garlic chip, inside):

- Japanese Sea Scallop, Alaskan Dungeness Crab & Mountain Yam Dumpling
- Black Truffle Dashi Sauce
- Shiso Flower
- House-Made Tofu
- Yuzu Gelee, Ponzu Gelee

- Japanese Scallop Marinated in Blood Orange
- Green Apple Cloud, Kinome Leaf
- Sliced Wagyu Beef Mille-Feuille
- Fresh Wasabi And Toasted Garlic Chip

- Roasted Wagyu Beef
- Grilled Naga-Iso, Caramelized Vidalia Onions
- With Red Wine And Bone Marrow

(For info on future classes open to the cooking professionals and the general public, go to <http://www.internationalculinarycenter.com/>.)


(Photos by Anne M. Raso)

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Fork in the road『David Bouley Pictures a July Opening for BrushStroke』
2010年1月28日掲載

The screenshot shows a web browser displaying a blog post on the Village Voice website. At the top, there are logos for 'the village VOICE Blogs' and 'teany 100% natural 100% nice'. Below the logos is a navigation bar with links for 'News', 'Music', 'Calendar', 'Restaurants', and a search box. A banner for 'fork in the road' is visible. The main content area features a 'Featured' section with the article title 'David Bouley Pictures a July Opening for BrushStroke' by Rebecca Marx, dated Thursday, Jan. 28 2010 @ 11:45AM. The article includes a photo of David Bouley and text detailing his legal issues and the upcoming opening of his restaurant, BrushStroke, in July. The article is attributed to Eater. At the bottom of the article, there are social media sharing options for Facebook, StumbleUpon, and a 'Submit to digg' button. A comment section at the bottom shows one comment and a 'Write Comment' button.

Featured
David Bouley Pictures a July Opening for BrushStroke
By Rebecca Marx, Thursday, Jan. 28 2010 @ 11:45AM
Categories: Marx, Restaurant News and Notes


David Bouley is painting a more optimistic picture.

Last September, we detailed David Bouley's substantial legal woes. Chief among them was a lawsuit filed against him by his landlord, who was suing the chef for \$1.3 million in back rent and \$600,000 in building repairs. The lawsuit was the latest in a long line of setbacks for Bouley's newest project, BrushStroke, which was originally projected to open in 2008. But now, it looks like the Japanese kaiseki-style restaurant (which Bouley says will be New York's first) will finally materialize in July.

Forays of a Finance Foodie attended a cooking demonstration Bouley gave on Monday at the International Culinary Institute, and learned that the chef plans to open BrushStroke in July. Forays also learned that Japanese mountain yam will play a prominent role on the restaurant's menu, but roasted Wagyu won't, since it should ideally be consumed within a mere three minutes of leaving the pan. No word on whether Bouley's planning to serve the sea scallop, Alaskan dungeness crab, and mountain yam dumplings or house-made tofu he made for the demonstration, but those sound pretty damn good, too.

[Via Eater]

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EATER.COM
2010年1月28日掲載

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EATER NY 1 new post | CURBED NY 3 new posts | RACKED NY 0 new posts | NATIONAL 2 new posts | JOBS 7 new posts

Thursday, January 28, 2010, by Amanda

DELAYWIRE → David Bouley revealed at a cooking demo last night that his latest projection for Brushstrokes, his restaurant and cooking school in the former Danube and Secession space, is July 2010. The complex, which seems to be quite an undertaking, was originally going to open in a building on West Broadway in 2008. Bouley claims it will be New York's **first kaiseki restaurant**. [Forays of a Finance Foodie]

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Grub Street (New York Magazine)
2010年1月28日掲載

The screenshot shows the Grub Street New York website interface. At the top, there's a navigation bar with 'New York', 'NYMag.com', 'Grubstreet.com', and city links (NYC, LA, SF, Chi, Phi, Bos). Below that is the 'GRUB STREET New York' logo with a small illustration of a drink. A search bar and 'GO' button are on the left, and 'TOP STORIES' with two article teasers are on the right. A large green banner reads 'GET THE ULTIMATE MOVIE NIGHT.' with a 'CLICK A CH A SON' button. Below the banner are 'Previous Post' and 'Next Post' links. The main article is titled 'Bouley: BrushStroke Will Open in Early July' with a timestamp '1/28/10 at 09:45 AM'. The text describes the restaurant's history and Chef David Bouley's menu. A photo of Chef Bouley is on the right, with a 'Photo: Getty Images' caption below it. At the bottom, there's a link: 'Cooking with Chef David Bouley [Forays of a Finance Foodie]'.

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HAUTE LIVING MAGAZINE
2010年1月28日掲載

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HAUTE SECRETS
 The inside scoop from the VIPs on the best locales in town.

Where does **JORGE PEREZ** power lunch?

CITY BLOGS



Up Close and Personal with David Bouley
 Posted By Lourdes Reigosa on January 28th, 2010

Legendary Chef David Bouley gave foodies a taste of his world in his cooking demo, titled, "The Essence of Japanese Food/Adaptation of Japanese Ingredients into French Dishes." The cooking demo was held at the International Culinary Center in Soho on January 25, and proved to be a real eye-opener for even the most seasoned of chefs.

At the start of the demo, Bouley announced that his new eatery, Brushstroke, would be replacing his legendary Viennese, Modern-American mixed eatery, Danube (at 30 Hudson Street), in early July. The new resto will feature the naïve cuisine of Kyoto, known as Kaiseki cuisine, with the classic French twist that Bouley brings to all his establishments.

As any true New Yorker would say, Chef Bouley rose to worldwide fame over 25 years ago as a chef at Le Cirque and later owned Bouley in several incarnations, including the original on Duane Street, Bouley Bakery and Bouley Upstairs. In the eyes of foodie everywhere, Bouley can do no wrong.

This is the first time Kaiseki cuisine will be introduced to New York, and the reasoning for this being because so few fresh ingredients were available here until very recently. Bouley explained that this cuisine demands that everything be fresh off the farm or out of the pond.

The very treatment of raised animals in Kyoto is different. Fish and cattle are slaughtered in different ways in Kyoto, for example, fish fins are snapped by fisherman on the boat (though that's probably a classic case of T.M.I.). Fortunately, Cattle are treated much better. Wagyu beef comes from cows that are fed beer and massaged all day like kings. Basically put, they live the life of an Ivy League frat boy with money until their slaughtering day (which for us humans would be the equivalent of "graduation").

Chef Bouley was not alone, however. He had the help of sous chef Isao Yamada, a chef at Bouley Upstairs and soon-to-be head chef of Brushstroke. He is referred to by the legendary chef as "the machine" for his lightning-fast reflexes and impeccable precision. But this isn't all bark, as The Rising Star Award given to him serves as well-endowed backup for his bite. To see "the master of mandolin" in action is simply spectacular.

Chef Bouley went on to tell clever tales about his love of the Japanese Mountain yam (which is going to be a staple veggie at Brushstroke), and with Yamada, cooked two styles of Wagyu beef and two styles of scallops. He noted that he could not serve the roasted Wagyu in his new eatery because it tastes best three minutes out of the pan. If Kaiseki cuisine is truly this good, it certainly puts Kyoto at the top of the list of vacation spots.

[Source](#)

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ZenKimchi Korean Food Journal
2010年2月6日掲載



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