

# EAT! MEET! JAPAN

.....  
DEEP DINING EXPERIENCES  
FROM ACROSS JAPAN



**MAFF**

Ministry of Agriculture, Forestry and Fisheries



# WHAT IS EAT! MEET! JAPAN?

Eat! Meet! Japan is a project that recognizes and promotes the best Japanese food experiences nationwide. Commissioned by the Ministry of Agriculture, Forestry, and Fisheries (MAFF), the project aims to encourage repeat visits to Japan, providing an environment where foreign tourists can continue to have unique Japanese food experiences even after multiple visits to Japan.

These ten EAT MEET! JAPAN winners for 2023 represent ten prefectures of Japan. The judges selected a diverse range of experiences, but they all have one thing in common: bringing people together through food and providing a window into the culture of the area represented. During these award-winning experiences, Japanese food is a gateway into topics like history, sustainability, local agriculture, and craftsmanship.

# EAT! MEET! JAPAN 2023 CONTEST

During the contest application period, from May to July 2023, there were a total of 108 entries. Of these, ten experiences were awarded prizes. The winners received professionally produced promotional videos, social media marketing, exposure on the byFood platform, and mentoring from commercialization experts.



# GOLD PRIZE

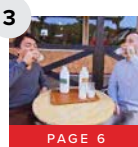


**Sample Nagano's Best Ingredients Alfresco**  
**PREFECTURE: NAGANO**

# SILVER PRIZE



**Spend the Perfect Evening Surrounded by Aomori Apple Trees**  
**PREFECTURE: AOMORI**



**Lend a Hand to the Movers and Shakers of Chiba**  
**PREFECTURE: CHIBA**



**Eat Fresh Noodles, Veggies and Seafood at Houtou Lab**  
**PREFECTURE: YAMANASHI**



**Walk the Path of Japan's Ancient Hunters**  
**PREFECTURE: SHIZUOKA**



**Experience the Science and Synesthesia of Aichi Miso**  
**PREFECTURE: AICHI**

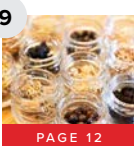


**Discover Fushimi Sake, Cuisine and Craft**  
**PREFECTURE: KYOTO**



**Have a Taste of Kagoshima Best-Kept Beauty Secrets**  
**PREFECTURE: KAGOSHIMA**

# BRONZE PRIZE



**Sip on the Spirit of Hokkaido**  
**PREFECTURE: HOKKAIDO**



**Craft Traditional Japanese Sweets With Tamba's 3 Treasures**  
**PREFECTURE: HYOGO**







**PREFECTURE:**  
Nagano

**ORGANIZER:**  
Matsukawa  
Tourism  
Organization



#### ACCESS INFORMATION

Nearest Station: Ina-Oshima  
(Iida Line)

**PRICE**  
¥12,000

## Sample Nagano's Best Ingredients Alfresco

*A true farm-to-table experience, this orchard tour invites you into the lives of Japanese fruit farmers.*



Nothing is more humbling and inspiring than surrounding yourself with life. Matsukawa, a small village in the center of Nagano Prefecture, is a popular fruit-picking destination with over 100 years of fruit farming history. This experience takes guests outside to see how much work and thought goes into growing some of Japan's premium fruits.

After learning about the ins and outs of fruit farming, you'll be treated to a six-meal lunch in the heart of the orchard. The menu consists of classic French dishes with a Japanese twist, with each course highlighting quality ingredients sourced from around Nagano, including kurobuta pork, which has been affectionately nicknamed "the wagyu of the pork world." Of course, the dessert features sweet fruit harvested in Matsukawa.

Which orchard guests will visit will depend on the season and availability. Between June and November, many fruits will be ready to harvest, including (but not limited to) cherries, peaches, and apples.



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**PREFECTURE:**  
Aomori

**ORGANIZER:**  
Bonju no  
Motsukendo



#### ACCESS INFORMATION

From Togawa Station: Drive for 6  
minutes or walk for 35 minutes.

**PRICE**  
¥9,000

## Spend the Perfect Evening Surrounded by Aomori Apple Trees

*Dine surrounded by illuminated apple trees glowing like Japanese paper lanterns.*



While Aomori is famous for its apple production, its most delicious varieties are hyper-local. Grown only in independently-run orchards, these craft apples can only be sold commercially or transported for a short distance. The only way to bite into one is to head north!

This three-hour dining experience starts with picking your dessert. Guests will walk around the orchard to pick apples they'll later have to round out their meal. Then, settle down for a hearty dinner. Eat under the illuminated apples as the autumn sun sets; the ripe fruit will glow, mimicking the ambience of floating lanterns in a Japanese izakaya. The menu includes Ishiura wagyu raised in Goshogawa City with an optional add-on to try domestically raised horse meat from the city's Kanagi district. Fresh local vegetables from nearby farms and hand-harvested apples in the form of ciders and juices complete the meal.

Spend time with loved ones under Aomori's apple trees — it's all the fun of a summer picnic but with the cozy feelings of fall.





**PREFECTURE:**  
Chiba

**ORGANIZER:**  
Sudo Farm



#### ACCESS INFORMATION

From Kokonoe Station: Drive for 3 minutes or walk for 12 minutes.

**PRICE**  
¥1,650

## Lend a Hand to the Movers and Shakers of Chiba

*Spend a day on a dairy farm and meet Japan's milk manufacturing heroes.*

"Don't cry over spilled milk," they say. But sometimes, you should. Going back four generations, the proud owners of Sudo Farm are behind some of the best dairy products in Kanto. In fact, their creamy delicacies have won the hearts of fans not only in Japan but in Taiwan and mainland China as well.

This experience leads you on a dairy farm tour, where you'll milk cows, churn butter and make cheese. Expert guides will walk you through the six stages of Sudo Farm, including production, manufacturing and sales, to paint an accurate picture of one day's work on a Japanese dairy farm.

Sudo Farm does have its unique particularities, however. Its micro-pasteurizing process allows guests to sample the milk from different cows. At the on-site cafe, you can also try the farm's premium soft serve, made with small-batch milk. And, during the cheese-making portion of this tour, you'll learn about one of Chiba's lesser-known local products: chikko katametano, a medium-soft, somewhat sweet cheese sometimes called ""milk tofu"" because of its silky texture.

At the end of a long and eventful day, every guest will have a deeper appreciation for the hard-working individuals at Sudo Farm, who work with passion and dedication to make one of Chiba's most decadent dairy lineup.



**PREFECTURE:**  
Yamanashi

**ORGANIZER:**  
Creative Resort



#### ACCESS INFORMATION

From Kawaguchiko Station: Drive for 9 minutes or take the bus to Kawaguchiko-bijutsukan (20 minutes) and walk for 2 minutes.

**PRICE**  
¥3,850

## Eat Fresh Noodles, Veggies and Seafood at Houtou Lab

*Make Yamanashi's regional hot pot dish with views of the Japanese countryside.*

Houtou is said to be one of the representative dishes of Yamanashi Prefecture. Warming to the core and packed with nutritional vegetables, this hearty hot post is believed to have been a favorite of Takeda Shingen, an important daimyo from the Sengoku Period (1467–1615).

During this experience, guests will study the history and learn the unique appeal of houtou while making their own. Houtou's defining trait is the flat, chewy, flour-based noodles, one of the dish's main ingredients. And there's no better way to learn than to get your hands dirty kneading, rolling, and cutting houtou noodles.

You'll pick up tons of useful cooking skills in this class, but another appeal of Houtou Lab, where this experience takes place, is that you'll make seafood houtou instead of its more common meaty counterpart. Fresh fish, shrimp, and local vegetables come together with a rich miso broth and hand-cut noodles.

Learning alongside locals and families gives this experience a personal touch. Everyone can enjoy deepening their knowledge of this beloved regional cuisine.



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**PREFECTURE:**  
Shizuoka

**ORGANIZER:**  
Ooigawa Farm  
Stay Promotion  
Council



#### ACCESS INFORMATION

From Fujieda Station: Drive for 7 minutes or take the bus to 1-1 Midorinooka (15 minutes) and walk for 7 minutes.

**PRICE**  
From ¥15,000

## Walk the Path of Japan's Ancient Hunters

*Walk in the footsteps of the dedicated hunters who braved the Southern Alps to put mountain bounty on the table.*



Fujieda in Shizuoka Prefecture sits at the head of the Oi River, where mountain streams feed bracken-heavy forests, and wild beasts roam freely around human settlements. In many ways, life here has not changed for hundreds of years. In this multi-edition experience, guests study the way of Japan's rural hunters by following one of two different paths: trap hunting or gibier.

Pick trap hunting to search the forest for traces of boars and deer and learn about the female hunters who track them. Listen to the stories of those dedicated to the profession as they explain their way of life and how they use traps to catch wild game. One can't go hunting on an empty stomach, so you'll have a quick lunch before heading out. During the trek, your guides will show how they track animals, look for footprints and other trails, and reveal the most effective techniques for setting traps.

The second available option is for those who prefer a more hands-on approach. Swap a lecture on the hunter's lifestyle for one on how to turn a catch into game meat. After a short introduction of hunters' daily activities outside the forest, you'll carefully cut away sinew and chaff to help prepare a whole deer. A cleaned carcass will be provided, ready for butchering. Take a break for some lunch before squeezing in a little more practice.

Whichever path you take, this experience will leave you with a nuanced understanding of how food goes from forest to table, including the authentic lives of those who make it happen.

**PREFECTURE:**  
Aichi

**ORGANIZER:**  
Kakumarusu



#### ACCESS INFORMATION

From Tsushima Eki Station: Drive 18 minutes or take the bus to Yasumatsu (16 minutes) and walk for 6 minutes.

**PRICE**  
¥6,000

## Experience the Science and Synesthesia of Aichi Miso

*Taste and compare a variety of this soybean pantry staple to see how music enhances its flavors.*



Minute after minute, billions of microbes undulate and twirl in the soundscape of Shippo Miso's 150-year-old facilities. These invisible artists are hard at work to create miso like no other.

Shippo Miso has elevated its craft by merging traditional and innovative techniques. Through curated soundtracks, they subject their product to different vibrations. While the subtleties of the music may be indistinguishable to humans, small changes impact the fermentation and, consequently, the flavor, making this miso bars above your average supermarket item.

Guests are invited to partake in a bucket-list-worthy dining and musical experience. Compare Shippo miso at different stages of the fermentation process to better understand how the flavor complexifies with time. Then, sample miso fermented with and without music to see how vibrations can affect its taste.

The experience venue is romantically lit with just enough light to see the miso-filled barrels and walls steeped in history. As you talk with the people of Shippo Miso, you'll learn about this creative way to enjoy one of Japan's most traditional ingredients, all while a curated playlist softly hums in the background. Sound, smell, and taste combine to create a delightful, multi-sensory food experience.