



# 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 2022 represent nine 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 2022 CONTEST

During the contest application period, from May to July 2022, there were a total of 101 entries. Of these, ten experiences were awarded prizes. The winners received professionally produced promotional videos, social media marketing, exposure on the byFood booking platform, and mentoring from commercialization experts.



## GOLD PRIZE



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Harvesting Fresh Wasabi in the Beautiful Fields of Shizuoka  
PREFECTURE: SHIZUOKA



## SILVER PRIZE



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Revitalizing Minamisanriku: Fresh Oysters and Local Wine Tour  
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Soy Sauce Making and Factory Tour in Kawagoe  
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Vegan Cooking Class: Temari Sushi with Local Sustainable Vegetables  
PREFECTURE: TOKYO

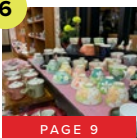
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Century-Old Fermentation Storehouse Tour and Miso Sampling  
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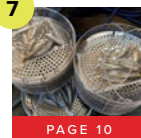
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From Leaf to Brew: The Secrets of Japanese Tea Production  
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## BRONZE PRIZE



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Hinagashi Traditional Japanese Sweet Making in Tsuruoka  
PREFECTURE: YAMAGATA

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Pick Mikan and Make Marmalade with a Local Farmer in Ehime  
PREFECTURE: EHIME





#### PREFECTURE:

Shizuoka

#### ORGANIZER:

Satoyama no  
Kominka  
Shirakabe



#### ACCESS INFORMATION

From Shuzenji Station: Drive 20 minutes or take the bus to Yugashima Onsen Exit (29 minutes) and walk for 8 minutes.

#### PRICE

18,700 yen



book on  
**byFood**

## Harvesting Fresh Wasabi in the Beautiful Fields of Shizuoka

*In the birthplace of wasabi farming, stay at a renovated kominka (folk house), pick your own authentic Japanese wasabi, and enjoy it freshly grated with a special kaiseki meal.*



Hon-wasabi, or “true wasabi,” is rarely found outside of Japan. Even within Japan, a lot of wasabi (like the type served at conveyor belt sushi restaurants) is not made from the wasabi plant, but with less expensive horseradish. The reason for hon-wasabi’s rarity? The plant is notoriously difficult to grow. Requiring specific environmental conditions, wasabi thrives in areas that have mountain river valleys where they can flourish amid the clear-flowing stream beds.

To experience true wasabi in its birthplace, come to Shizuoka. Japan’s top producer of wasabi, Shizuoka has the perfect conditions for this extraordinary and scarce crop. A temperate climate, abundance of rainfall, and clean, flowing water make for happy wasabi paddies.

Just an hour and a half from Tokyo, stay at a beautifully renovated kominka (Japanese folk house) that resembles a Japanese temple, and experience a day in the wasabi fields. The kominka hotel features luxury rotenburo (outdoor baths) and has been updated with modern furniture and amenities, while preserving the building’s historic architecture.

At the wasabi farm, you’ll learn about the process of cultivating wasabi. Don rubber boots and traverse the rows of lush green wasabi, hearing the bubbling of clear water trickling underfoot. Follow along as your guide demonstrates how to harvest wasabi, and get hands-on in the field.

Back at the hotel, you’ll clean and use your wasabi harvest for nabe (Japanese hot pot). Enjoy a colorful kaiseki meal, complete with sashimi, wagyu beef, and many small, traditional Japanese side dishes. Grate your incredibly fresh wasabi to enjoy with your meal. A rare delicacy, you can even take home extra wasabi and enjoy its sharp, herbal flavor for days to come; its taste evoking the lush wasabi paddies of Shizuoka.

#### PREFECTURE:

Miyagi

#### ORGANIZER:

Minamisanriku  
Winery Co., Ltd.



#### ACCESS INFORMATION

From Sendai Station West Exit: At bus stop #40, board the Miyagi Kotsu Highway Bus and get off at Shizugawa Station a.k.a. “Michinoeki Sansan Minamisanriku” (1 hour 40 minutes).

#### PRICE

10,000 yen



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## Revitalizing Minamisanriku: Fresh Oysters and Local Wine Tour

*Meet the producers of fresh seafood and local wine who are revitalizing Minamisanriku and fostering community in the wake of the 2011 earthquake and tsunami.*



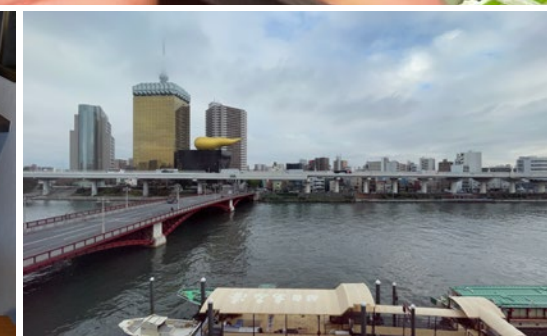
A decade after the Great East Japan Earthquake of 2011, the town of Minamisanriku in Miyagi prefecture is still on the road to recovery, bolstered by nation-wide support and the local community’s spirit of perseverance. Reconstruction efforts have included long-term projects and the creation of new industries, like “reconstruction tourism,” which allows visitors to participate in the revitalization efforts through educational trips.

On this regional revitalization tour, experience the local food culture of Minamisanriku while supporting the area’s economy and its dedicated local producers. Sail out on a boat and harvest oysters, taking in the salty sea air and the stunning views of the islands across the water. At the aquafarm, you’ll help the fishermen harvest the oysters, and crack one open right on the boat—it doesn’t get fresher than this!

Once the boat returns to shore, you’ll take your haul to a local winery where you’ll shuck the oysters to prepare for lunch. Then, while your lunch is being cooked, tour the winery and hear stories about how the community has come together to create new industries and revitalize the area.

After the winery tour, enjoy lunch made from your harvested oysters and other local ingredients, like mutton from sheep that are fed a diet of *wakame* seaweed. Complemented by wine from the winery, you can appreciate a variety of local products from Minamisanriku during this meal.





**PREFECTURE:**  
Saitama  
**ORGANIZER:**  
Fueki Soy  
Sauce Co., Ltd.

**ACCESS INFORMATION**  
From Kawagoe Station: Take bus #2 or #3 to Igusa Shōgakkō Mae (20 minutes).  
From Honkawagoe Station: Take bus #2 or #3 to Igusa Shōgakkō Mae (24 minutes).

**PRICE**  
3,000-5,000 yen

## Soy Sauce Making and Factory Tour in Kawagoe

*Learn all about the process of making soy sauce, during a hands-on experience mixing soy in large wooden barrels.*



Tucked away in the charming town of Kawagoe is a soy sauce factory that's been around for centuries. Fueki Syoyu Brewing Co., Ltd. was founded in 1789 and has been in business for more than 230 years. Using carefully selected soybeans, wheat, and salt, they have perfected the art of soy sauce fermentation in large wooden barrels called *kioke*.

The owner Masatsugu Fueki is passionate about soy sauce and eager to share his extensive knowledge with guests. Committed to preserving the traditional method of aging soy sauce in *kioke*, he has spearheaded a project to continue the craft of *kioke* making.

Explore the factory, room by room, and learn all about how soy sauce is made. Then, don the traditional attire of a soy sauce brewer and literally step into the shoes of a local craftsman. Now that you look the part, you'll get to help with *kaiire*, the process of mixing the soy sauce. Using a giant paddle, you'll churn the *moromi* (soy sauce fermentation mash) in the *kioke*, the huge wooden barrels. It's surprisingly strenuous work, but once you get into the rhythm, it'll get your heart rate up!

Experience the full-bodied taste of freshly-pressed soy sauce, then enjoy foods featuring this essential Japanese pantry staple. Choose a meal featuring the soy sauce, like udon that's fittingly served in a mini soy sauce barrel. Or, try the lunchtime classic, an *onigiri* (rice ball) that's seasoned with soy sauce. Soy sauce-flavored desserts feature on the menu as well; try the soy sauce ice cream or soy sauce pudding—the balance of savory and sweet will keep you coming back for bite after bite.



**PREFECTURE:**  
Tokyo  
**ORGANIZER:**  
Smart VEGAN LAB

**ACCESS INFORMATION**  
From Asakusa Station (Tokyo Metro Ginza Line): Walk 1 minute.

**PRICE**  
12,000 yen



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**byFood**

## Vegan Cooking Class: Temari Sushi with Local Sustainable Vegetables

*Good for your body and the environment, this vegan cooking class uses locally produced vegetables for a healthy and delicious meal.*



Veganism as a concept is slowly becoming more understood in Japan, yet still there are few options for vegan versions of classic dishes like sushi, ramen, or *okonomiyaki*. To ensure that vegan travelers in Japan can experience the country's culinary highlights, Wakahara Ayaka created Smart VEGAN LAB, which offers plant-based cooking classes featuring colorful local ingredients. For vegans or anyone with an interest in plant-based cuisine, this temari sushi class allows Japanese cuisine to be enjoyed by all, regardless of dietary restrictions.

Join your host Ayaka in a modern, light-filled restaurant with expansive windows overlooking the Sumida River, offering an iconic view of landmarks like the beer mug-shaped Asahi building and Tokyo Skytree.

After greetings and a brief introduction, the cooking lesson will begin. Using locally grown and harvested produce, you'll prepare a salad with seasonal vegetables like cucumber, tomato, mushrooms, and peppers, along with tofu for protein. Utilizing all-local ingredients, you'll be supporting nearby farmers and environmental sustainability initiatives.

Then, you'll learn how to make temari sushi, cute little ball-shaped sushi that are crowned with delicately-cut vegetables. This type of sushi is beginner-friendly, and with guidance from Ayaka it is easy to learn and recreate at home. Finally, you'll assemble your dishes along with miso soup for a balanced meal.

Enjoy your meal while looking out at the Asakusa-bashi skyline reflected in the water. Even in a metropolis as big and bustling as Tokyo, this cooking class proves that you can still participate in local community projects and support sustainable food production.





**PREFECTURE:**  
Nagano  
**ORGANIZER:**  
Ishii Miso Co., Ltd.

**ACCESS INFORMATION**  
From Matsumoto Station: Walk 15 minutes.  
**PRICE**  
7,000 yen



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**byFood**

## Century-Old Fermentation Storehouse Tour and Miso Sampling

*Learn the secrets of miso production in Nagano at a traditional Japanese miso storehouse where this fermented ingredient is aged for up to three years.*

Peek inside the miso storehouses of Nagano and enjoy a special lunch that features this fermented superfood. Not your ordinary soybean paste, the miso at Ishii Miso is aged for up to three years in cedar barrels, yielding a rich and deeply fermented flavor.

Founded in 1868, Ishii Miso Co., Ltd. continues to produce miso using the traditional method, eschewing the practices of mass production. Unlike the modern, factory-made miso that's fermented in plastic or metal barrels, Ishii Miso is aged in wooden barrels that enable air to permeate. While mass-produced miso is typically fermented for just a few months, Ishii Miso matures their miso for up to three years. Hear all about this process and get a look inside the storehouses during a tour of the factory.

After the tour, you'll sit down to a meal featuring Ishii Miso, and savor the ultra umami taste of finely-aged soybean paste. A powerhouse of flavor, miso is an essential ingredient in Japanese cuisine; not only used in miso soup, but also to make dressings, glazes, condiments, and even sweets like Ishii Miso's original ice cream, which balances the sweetness of cream with umami miso.

Come experience the versatility of miso in Nagano Prefecture, the top miso-producing area in Japan, at a miso company that is keeping the traditional, artisanal methods alive.



**PREFECTURE:**  
Shizuoka  
**ORGANIZER:**  
Osada Tea Co., Ltd.

**ACCESS INFORMATION**  
From JR Kakegawa Station: Take the Tenryu Hamanako Line local train for 25 minutes and get off at Towata Station, then walk 9 minutes.  
**PRICE**  
20,000 yen



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**byFood**

## From Leaf to Brew: The Secrets of Japanese Tea Production

*Learn about the tea production process in Shizuoka, the largest producer of green tea in Japan, by participating in a tour and tea tastings.*

Neat rows of tea bushes decorate the sloping hillsides of Shuchi-gun in Shizuoka, making for a captivating scene. Known across Japan for its tea production, Shizuoka prefecture is one of the foremost places for tea lovers to visit.

At the Osada Tea headquarters, participate in a tour and tasting as if you were a tea apprentice. Your guide will initiate you into the world of Japanese tea, teaching you how to properly taste and appreciate a vast range of tea types. You'll sample a variety of the area's finest teas and learn how to identify different aspects of the various types of leaves by touch, smell, and of course, taste!

After the tasting, walk through the tea processing facility and gain insights into how tea is produced. Here, a light dusting of tea powder coats the whole factory, perfuming the air with the fresh scent of green tea. The secrets behind the craft of tea making will be illuminated on this tour.

Then, inside the tea lab, you'll get a chance to roast your own tea. You'll even create your own original tea blend to take home. As tea is ideally served with something sweet, you'll also make *nerikiri*, traditional Japanese confections made from bean paste and shaped into decorative seasonal motifs. Whisk up a frothy bowl of matcha to enjoy with your sweets, before winding down at the Osada tea house with one last cup of tea.







**PREFECTURE:**  
Mie

**ORGANIZER:**  
Gate Co., Ltd.



#### ACCESS INFORMATION

From JR Tokai Kisei Main Line  
Nigishima Station: Walk 5 minutes.

**PRICE**  
11,000 yen

## Make Your Own Pet Food From Scratch! Fishing and Grilling in Mie

*Enjoy a day of fishing in the beautiful town of Nigishima, make additive-free fresh pet food from fish, and enjoy a BBQ lunch at the beach.*

Inhabitants of Japan have always been dependent on the sea, and geographically it makes sense. No point anywhere on the archipelago of Japan is more than ninety-three miles from the coastline. Japanese cuisine has been shaped by the ocean's bounty over the course of centuries, relying on fish, shellfish, seaweed, and other marine life. But the abundance of seafood isn't just beneficial for people, it also provides healthy food for pets.

Sail out to a fixed-net fishing zone and enjoy a day on the water with local fishermen. Led by a local guide and their friendly dog, during this boat excursion, you'll be able to interact with the ocean and the life teeming within it.

After helping the fishermen haul in the nets of fish, you'll return to shore and divide the day's catch into packages. Once portioned, the bags will be put into a machine to seal and cook the fish. Before you know it, you'll have made fresh, additive-free food to give to your pets.

With the approval of your canine companion, you'll finally get to relax and enjoy some human food in the form of a beachside BBQ. Soak in some rays, taste the salty breeze of the ocean, and tuck into a well-deserved meal after your day of work. All ages can appreciate the work that goes into gathering food from the ocean, and sharing with your community of two-legged and four-legged friends alike.



**PREFECTURE:**  
Shiga

**ORGANIZER:**  
Heiwado Co., Ltd.



#### ACCESS INFORMATION

From Kyoto Station: Take the  
Tokaido-Sanyo Line—JR Kosei Line to  
Shin-Asahi Station (45 minutes).

**PRICE**  
48,000 yen

## Takashima, the City of Fermentation: Miso, Soy Sauce, and the Original Sushi

*Explore the diverse fermented foods produced in Takashima, including funazushi, one of the oldest forms of sushi.*

Takashima in Shiga prefecture is considered the city of fermentation. Producing Japanese sake, soy sauce, vinegar, and miso, Takashima has a proud culture of fermented foods. One of their most unique offerings is funazushi, the precursor to modern sushi which dates back 400 years. During this two-day tour, you'll sample all kinds of fermented food in Takashima, from pickled veggies to funazushi.

On the first day, enjoy a lunch set featuring the town's many different fermented foods and local ingredients at a recently renovated hotel. Your host will teach you all about the town's history of fermentation, and introduce the local businesses selling sake, yogurt, and other fermented foods.

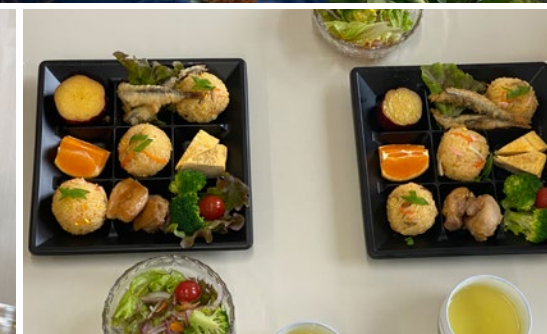
After lunch, try making your own kimchi. A fermented dish that originated in Korea, kimchi is a spicy pickled vegetable dish packed with nutrients. Following the kimchi-making workshop, enjoy a full-course dinner featuring more of the town's locally-made fermented products.

On the second day, start the morning out with yoga. After the morning stretches, enjoy a gut-healthy breakfast at the hotel. Then, travel to a local factory to make salad dressing using vinegar—a great souvenir to take home.

Finally, you'll get to try funazushi, the predecessor to modern-day sushi. Funazushi uses fish that's pickled in salt as a natural preservative. In the past, keeping fish fresh was difficult without modern refrigeration, so pickling and fermenting was the best way to prepare fish to keep it edible for longer periods of time. While this is not as much of a concern today, funazushi remains a culturally-significant delicacy.







#### PREFECTURE:

Yamagata

#### ORGANIZER:

Satoyama no  
Kominka  
Shirakabe



## Hinagashi Traditional Japanese Sweet Making in Tsuruoka

*Make hinagashi, traditional Japanese sweets, in Tsuruoka, the UNESCO Creative City of Gastronomy.*



Hinagashi are traditional Japanese sweets made to celebrate Hina Matsuri, the doll festival held every year in March. These colorful sweets have a glazed look that makes them look almost like decorative ceramics, and the attention to detail makes these incredible sweets edible works of art.

Depending on the group size, you'll gather for the experience at a local candy shop or a temple's traditional tatami room. Before beginning the class, you'll hear a short lecture about the history and significance behind these beloved sweets.

Then, you'll learn directly from professional artisans as you use traditional candy-making tools to create your own beautiful hinagashi. With more than 70 years of experience, the hinagashi master will help you make these intricate sweets with simple-to-follow, step-by-step instructions. An interpreter will translate your teacher's instructions into English, so you can easily follow along.

Use a tool to create tiny scales on a colorful fish-shaped sweet, and form a multi-layered hinagashi *mikan* (mandarin orange) that you can peel just like a real mikan! After perfecting your sweets, enjoy the fruits of your labor with a hot cup of tea, or wrap them up in a cute box to take home.

#### ACCESS INFORMATION

Exact location varies depending on the size of the group. The experience may take place at Shonai Shrine, a Japanese confectionary store, or a historical building near Chido Museum.

#### PRICE

4,500 yen



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#### PREFECTURE:

Ehime

#### ORGANIZER:

Yawatahama City  
Furusato  
Tourism Public  
Corporation



#### ACCESS INFORMATION

From Yawatahama Station: Take a bus from Yawatahama-eki-mae and get off at Shiyakusho-mae (15 minutes), then walk 1 minute to Yawatahama City Hall.

#### PRICE

16,176 yen



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## Pick Mikan and Make Marmalade with a Local Farmer in Ehime

*Join a local farmer in Ehime prefecture for a day of mikan picking, tasting, and marmalade-making at a woman-led mikan farm.*



At this mountainside mikan farm in Yawatahama City, a Japan Agricultural Heritage Site, come pick sunny orange citrus fruits with a local farmer. The sweet fragrance of mandarin oranges perfumes in the air as the fruits ripen under dappled sunlight—the freshest mikan you'll ever taste.

One of Japan's top producers of mikan, Ehime prefecture cultivates 40 different types of mandarin oranges, some of which fetch thousands of dollars at market. Yawatahama is the premier producer of one variety called unshu mikan, a type of mandarin that's easy to peel and contains few seeds. In the picturesque terraced fields along the mountainside, a local farmer will teach you how to select the most delicious mikan for picking, taking into consideration its color, texture, and placement on the tree.

There, in the fields, you'll juice a basketful of freshly-harvested mikan and taste the refreshing, concentrated flavor of pure mandarin orange. With your taste buds awakened, you'll be ready for lunch: a bento box featuring mikan-inspired dishes.

Appetite satisfied, you'll start the farm-to-table marmalade workshop. With the guidance of the local mikan farmer, make delicious mandarin orange preserves that prolong the vibrant flavor of your mikan harvest. The host city for the world marmalade-making competition, Yawatahama is *the* place to learn from the pros.

After making your own marmalade, you'll have the opportunity to sample a variety of different mikan jams made by locals. Taste the range of sweet, tart, bitter, floral, and even herbal flavors of these premium citrus preserves, paired with fresh Japanese milk bread.



# 2019 WINNERS

## GOLD PRIZE



### Kamakura Snow Hut Dining Experience with Nagano Cuisine

PREFECTURE: NAGANO

## SILVER PRIZE



### Cozy Farmstay with Kiritampo Cooking in Odate City

PREFECTURE: AKITA



### Market to Table: Tsukiji Outer Market Tour and Cooking Class

PREFECTURE: TOKYO



### Japanese Tea Farm Tour and Tasting Set in the Scenic Kyoto Prefecture

PREFECTURE: KYOTO

## BRONZE PRIZE



### Glamping at Tokachi Shinmura Farm in Hokkaido with BBQ Dinner

PREFECTURE: HOKKAIDO



### Hike a Sacred Mountain with Yamabushi Mountain Ascetic & Try Shojin Ryori Cuisine

PREFECTURE: YAMAGATA



### Marine Sake Storage Voyage in Kesenuma with Brewery Tour

PREFECTURE: MIYAGI



### Wild Mushroom Hunting and Cooking Class with Foraging Expert in Niigata

PREFECTURE: NIIGATA



### Omicho Market Tour and Cooking Class

PREFECTURE: ISHIKAWA



### Hands-On Matcha Tea Experience in Nishio with Meal and Dessert

PREFECTURE: AICHI



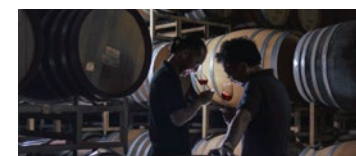
### Farm-to-Table Matsusaka Beef Sukiyaki and Farm Stay

PREFECTURE: MIE



### Overnight Stay at "UDON HOUSE" with Udon Making and Udon Hopping

PREFECTURE: KAGAWA



### Award-Winning Japanese Winery Tour with Gourmet Meal & Wine Pairing

PREFECTURE: MIYAZAKI



### Discovering Dashi, the Basis of Japanese Cuisine, in Makurazaki City

PREFECTURE: KAGOSHIMA



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# 2020 WINNERS

## GOLD PRIZE



### Hiroshima-Style Okonomiyaki Cooking Class at Okosta Studio

PREFECTURE: HIROSHIMA



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## SILVER PRIZE



### Amezaiku (Traditional Japanese Candy) Sculpting Class in Tokyo

PREFECTURE: TOKYO



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### Ramen Tasting Tour at 3 Award-Winning Tokyo Ramen Shops

PREFECTURE: TOKYO



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**byFood**



### Become a Sake Brewer with Kurabito Stay in Saku, Nagano

PREFECTURE: NAGANO



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### 2-Day Farmstay in Yamaura Featuring Frozen Tofu, Kanten Jelly, and Traditional Local Cuisine

PREFECTURE: NAGANO



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**byFood**



### Make Your Own Tea Blend: Shizuoka Tea Farm Tour at the Base of Mt. Fuji

PREFECTURE: SHIZUOKA



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**byFood**



### Swim with Sea Bream: Ago Bay Boat Tour & Cooking Class in Mie Fishing Village

PREFECTURE: MIE



book on  
**byFood**

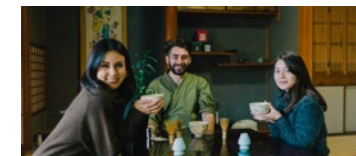


### Ama Hut Seafood Dining Experience with Japan's Traditional Female Divers

PREFECTURE: MIE



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### Obubu Tea Farm Club Membership

PREFECTURE: KYOTO



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**byFood**



### Tajima Beef Tasting Course in the Kamakura Snow Huts of Northern Hyogo

PREFECTURE: HYOGO



### Okinawa Tour: Awamori Cave Expedition with Regional Okinawan Cuisine

PREFECTURE: OKINAWA



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## BRONZE PRIZE



### Professional Japanese Culinary Program in Tsuruoka, a UNESCO Creative City of Gastronomy

PREFECTURE: YAMAGATA



### Bounty of Nagara River Tour With Multi-Course Ayu Sweetfish Meal

PREFECTURE: Gifu



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**byFood**



### Local Inaka Sushi (Countryside Sushi) Cooking Class in Kochi Prefecture

PREFECTURE: KOCHI



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**byFood**

## JURY PRIZE



### Mayuko's Japanese Home Cooking Class in Tokyo

PREFECTURE: TOKYO



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**byFood**



# 2021 WINNERS

## GOLD PRIZE



### Vegan Japanese Cooking Class: Plant-Based Ramen and Gyoza

PREFECTURE: KANAGAWA



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**byFood**

## SILVER PRIZE



### Life in the Japanese Countryside: Local Farm-to-Table Meal

PREFECTURE: TOCHIGI



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**byFood**



### Tour Maebashi, Gunma's Fermentation City, by Scenic Local Railway

PREFECTURE: GUNMA



book on  
**byFood**

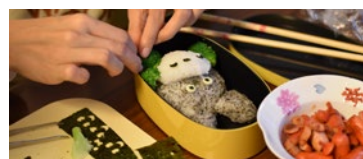


### Connecting with Japan's Culture through Udon and Calligraphy

PREFECTURE: TOKYO



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**byFood**



### Kawaii and Insta-Worthy Character Bento Class

ONLINE



book on  
**byFood**



### A Day in the Life of a Jomon Era Hunter-Gatherer in Niigata

PREFECTURE: NIIGATA



book on  
**byFood**



### Traditional Ayu Fishing with Fire on the Maze River

PREFECTURE: GIFU



book on  
**byFood**



### Decorative Pressed Sushi Class Along the Historical Nakasendo Trail

PREFECTURE: GIFU



book on  
**byFood**



### Workshop and Sampling the Bonito Flakes of Mie Prefecture

PREFECTURE: MIE



book on  
**byFood**



### Bounty of the Sea: Culinary Culture of Ine, From Seafood to Sake

PREFECTURE: KYOTO



book on  
**byFood**



### Fermentation Cooking and 3-Day Traditional House Stay in Nara

PREFECTURE: NARA



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**byFood**

## BRONZE PRIZE



### Sustainable Soy: Zero-Waste Cooking Class in Kamakura

PREFECTURE: KANAGAWA



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**byFood**



### Miso, Sake, Soy Sauce: Kyoto Fermentation Tour

PREFECTURE: KYOTO

## JURY PRIZE



### From "Ugly" to Upcycled: Reducing Hokkaido's Food Waste Through Creative Cooking

PREFECTURE: HOKKAIDO



### Sake Tasting in Kyoto With Your Own Handmade Wooden Cup

PREFECTURE: KYOTO



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Meet the EAT! MEET! JAPAN Japan ambassadors, travelers who love exploring Japan and sharing their experiences with others.

Shizuka Anderson  
@xshizzlyx

**FAVORITE JAPANESE FOOD:**  
Tamagoyaki!

**FAVORITE CITY:**  
Ine city and Naoshima

**FAVORITE ACTIVITY:**  
Singing

**FUN FACT ABOUT YOU:**  
I grew up on a farm in rural Canada and had three horses!



Shizuka Anderson is a half-Japanese, half-Canadian TV & YouTube presenter. She grew up in Edmonton, Canada, and moved to Japan when she was 18 to attend university and pursue a career in entertainment. She started hosting and emceeing all kinds of TV programs, YouTube videos, and events that aim to share Japan with the rest of the world. Although she originally expected to go back to Canada one day, she’s not finished exploring Japan.

REVIEW

“What I love about the EAT! MEET! JAPAN experiences: they are not only fun, but they give you such an immersive dive into Japanese culture. Learning how to make traditional foods or crafts from scratch from local teachers and artisans, discovering the tastiest hidden gems in the city on a food tour, while picking up some local history along the way—there’s just so much to experience and discover!”

Bunny  
@bunnytokyo

Bunny Tokyo is a five-year Japan resident and full-time Tokyo Explorer. A Spanish content creator, she shares Tokyo and Japan on her various social media platforms. Bunny’s learned that there are endless opportunities for new experiences living in Japan. She enjoys the excitement of the ever-changing city life, as well as the depth of cultural experiences she’s had in Japan. She’s convinced that there’s always something new to see, try, and learn here.

REVIEW

“I traveled to Japan many times and then moved here, but it was only recently as an ambassador for EAT! MEET! JAPAN that I discovered various Japanese cultural activities! I’m sure it will elevate your Japan trip and you’ll make the best memories. Thank you to the EAT! MEET! JAPAN team, the other awesome ambassadors, and you for reading all this (laughs)! To many more Japan adventures together!”

**FAVORITE JAPANESE FOOD:**  
Sushi and miso soup

**FAVORITE CITY:**  
Tokyo

**FAVORITE ACTIVITY:**  
Gaming and playing with pups

**FUN FACT ABOUT YOU:**  
When I was little I wanted to be a rockstar (lowkey still want to, maybe in my next life)



Cheesie  
@cheeserland

**FAVORITE JAPANESE FOOD:**  
Japanese beef

**FAVORITE CITY:**  
Impossible to choose one!

**FAVORITE ACTIVITY:**  
Sitting at a quiet shrine

**FUN FACT ABOUT YOU:**  
I often eat hamburg and steak for breakfast



Cheesie is a Malaysian-born blogger. She has conquered her life’s mission of visiting all 47 prefectures, and is now on the way to uncovering more hidden gems of Japan. Her passion for sharing her love of Japan inspires people all over the world to explore the hidden gems of the country. Through EAT! MEET! JAPAN, she learned about the efforts behind the beloved, world-class Japanese cuisine.

REVIEW

“I love how EAT! MEET! JAPAN’s activities focus not only on local delights, but the stories behind such gourmet experiences as well as the deep passion the people have for their hometowns. It makes all these long travels to far-flung corners of Japan totally worth it, and it fuels my love for Japan, too, to continue to introduce all these undiscovered treasures of Japan to the world.”

Jesse Ogundiran  
@jesseogn

Jesse Ogundiran is a half-Japanese half-Nigerian content creator based in Tokyo, Japan. He spent his childhood going back and forth between the United States and Japan. Since his friends always asked him about Japan, he started making videos about the country. He discovered a large audience of people interested in Japan, and continues to create informative content about Japan on different social media platforms.

REVIEW

“I really enjoyed discovering hidden food gems across the country with other EAT! MEET! JAPAN Ambassadors! My favorite EMJ experience was visiting Fueki Soy Sauce Factory in Kawagoe. I got to learn what goes into making soy sauce, and I even got to stir the soy sauce inside a huge wooden barrel. I would love to visit there again with my family and friends!”

**FAVORITE JAPANESE FOOD:**  
Yakiniku

**FAVORITE CITY:**  
Aso, Kumamoto

**FAVORITE ACTIVITY:**  
Karaoke & going to the gym

**FUN FACT ABOUT YOU:**  
I am half Nigerian but my native language is Japanese





## 食かけるプロジェクト「EAT! MEET! JAPAN」

日本には、食×芸術、食×歴史など食を通じて出会い、知り、深く共感することのできる食体験がたくさんあります。訪日する方々にそのような食体験を提供し、日本の食への関心を持っていただいた後も海外の日本食レストラン等で再体験できる環境を整備するプロジェクトです。

### 食かけるプライズ

日本各地の食の魅力を伝える食と異業種が組み合わせられた食体験を募集・選定し、国内外に発信します。  
＜令和4年度10事例選定＞



### 食体験の磨き上げ

選定された事例について、付加価値を高め、持続可能な取組となるように、フードツーリズムの専門家によるアドバイスをを行います。



### 情報発信・食体験の提供

欧米向けのプロモーションの動画、パンフレット作成、英語のWEBサイトをはじめ、EAT! MEET! JAPANのアンバサダーと連携した情報発信を行い、認知拡大に向けた支援をします。



### 再体験の環境整備

訪日経験のある方々を中心に海外における日本食レストラン、日本産食材取扱店、越境ECサイト等の情報提供を実施します。



食かけるプロジェクト公式ページ



農林水産省公式ページ



EAT! MEET! JAPAN 公式ページ



Google Arts and Culture  
農林水産省ページ



EAT! MEET! JAPAN  
公式Instagram



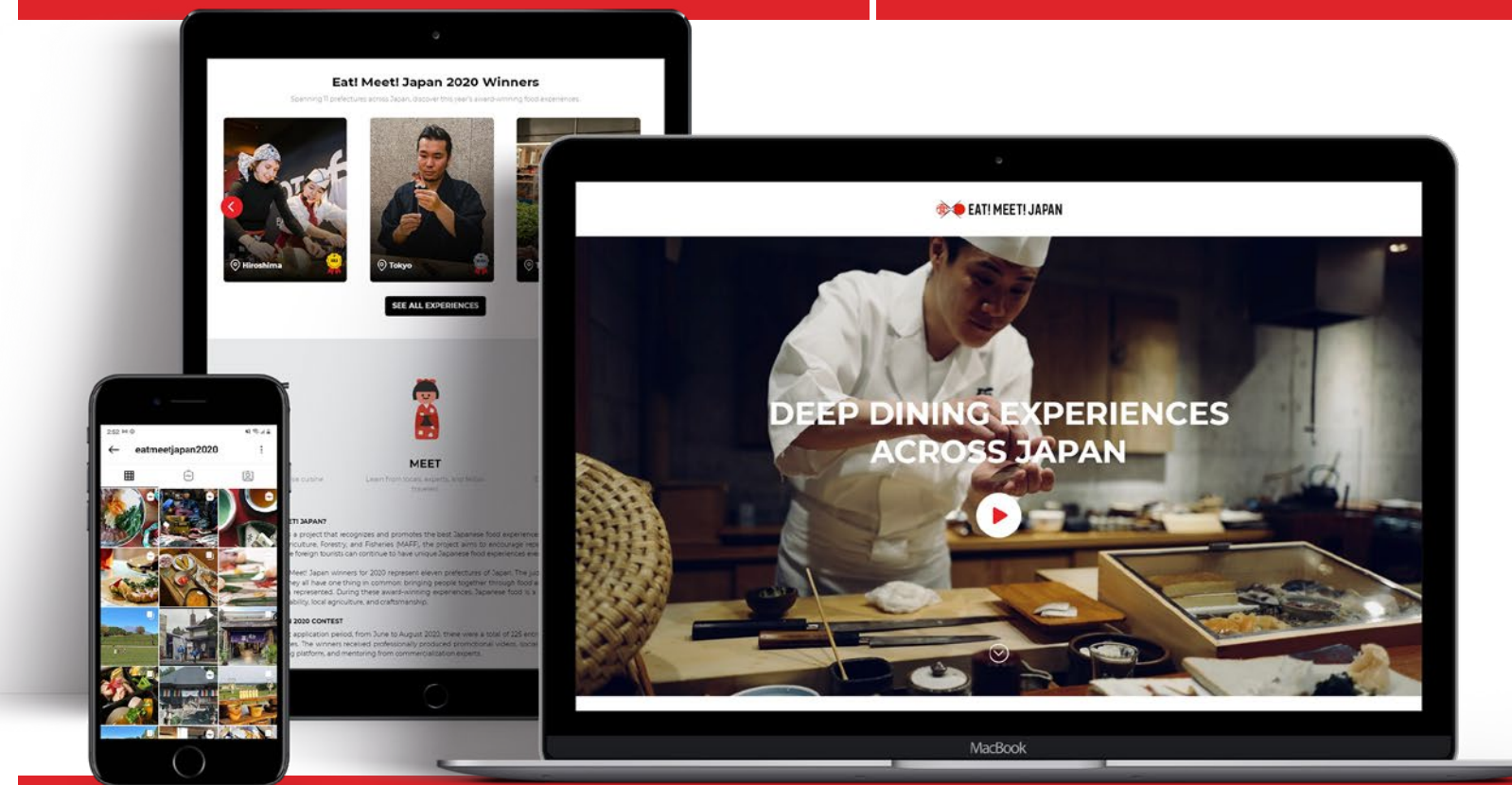
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海外向けプロモーション



受賞体験への参加





[eatmeetjapan.co](https://eatmeetjapan.co)



Japan.  
"Oishii"  
to the world.  
*Washoku*

EAT! MEET! JAPAN March 2023  
Designed by Tablecross Inc.

Organized by Ministry of  
Agriculture, Forestry and  
Fisheries