

# 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**



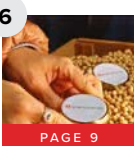
**Lend a Hand to the Movers and Shakers of Chiba**  
**PREFECTURE: CHIBA**



**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.





**PREFECTURE:**  
Kyoto

**ORGANIZER:**  
Fushimi Sake  
Brewers Association  
& Keihan Holdings



#### ACCESS INFORMATION

From Fushimi Station: Walk for 5 minutes.  
Note that the QR code on this page will only give information about activities at one of the stops of this tour.

**PRICE**  
From ¥30,000



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## Discover Fushimi Sake, Cuisine and Craft

*See beyond Fushimi's 10,000 torii gates with a deep dive into the history of sake, Kyoto vegetables, and more.*



Millions of tourists flock to Fushimi every year to visit Fushimi Inari Taisha. But take a few steps past the flaming red gates, and you'll discover a world of unspoiled tradition. On this two-day trip, guests will roll up their sleeves as they are introduced to the natural bounty of Fushimi in all its forms.

Day 1 starts with observing one of Fushimi's farms, where Kyoto's original sake rice, called iwai, and regional vegetables. You'll further discover the unique traits of Kyoto-style cuisine through a Japanese-style lunch featuring sake lees from a local brewery and typical ingredients found in Fushimi.

Retrace the steps of your lunch with a private tour of a Fushimi sake brewery. If you feel so inclined, you can sign up for lectures on dashi and fermentation culture held around town, though a simple stroll is enough to get acquainted with Fushimi's traditional charm.

In the evening, indulge in an Italian course dinner and sake pairing. There's no better way to understand the true versatility of Fushimi sake. You'll go home with your tummy full and plenty of sake pairing advice to enjoy Japan's national drink long after returning home.

On Day 2, round out your trip with a workshop where you'll fashion your own sake cup with the help of Kyoto's artisans. Take home a lasting, memorable piece of your visit and the perfect add-on to your newly acquired sake knowledge.

**PREFECTURE:**  
Kagoshima

**ORGANIZER:**  
Ibusuki Tourism  
& Experiences  
Association



#### ACCESS INFORMATION

Nearest Station: Ibusuki Station  
(Ibusuki Makurazaki Line)

**PRICE**  
¥2,000



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## Have a Taste of Kagoshima Best-Kept Beauty Secrets

*Soak in the skin-beautifying nutrients of the prefecture's okra and onsen for a double shot of bodily bliss.*



Japan residents take their health especially seriously, and sometimes the less-common habits have the most significant benefits. Kagoshima Prefecture in Kyushu has unique self-care treatments that double as once-in-a-lifetime experiences: sand baths and okra-infused smoothies.

First on the itinerary is a sand steam bath, one of Kagoshima's most famous activities. Soaking in mineral-rich water is great, but steam is exceptionally efficient at detoxing the skin.

And while the onsen waters' hydrating properties are impressive, the same minerals are to thank for the region's delicious veggies. One produce Kagoshima is known for is okra — in fact, the prefecture is Japan's largest producer of this warm-season staple. Okra figures among traditional and healthy Japanese foods, known to help with digestion, blood sugar regulation and, of course, good skin.

Then, guests can taste okra in one of two ways: by harvesting their own before steaming it fresh with onsen water or as a supplement powder blended with fruits in an unexpectedly refreshing smoothie.

The health retreat also includes a leisurely stroll around town to discover the charms of Ibusaki and get a feel for the provincial atmosphere of Japan's onsen towns. In other words, you'll discover the beauty secrets of Kagoshima from toes to nose.





**PREFECTURE:**  
Hokkaido

**ORGANIZER:**  
Son & Heir



**ACCESS INFORMATION**  
From Shin-Asahikawa Station: Drive for 25 minutes.

**PRICE**  
From ¥5,000



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## Sip on the Spirit of Hokkaido

*Visit the distillery that's developing Hokkaido's craft gin culture from the ground up.*



The permafrost found in the Daisetsuzan mountain range is some of the last in Japan. Through these mountains winds the Ishikari river system, feeding a rich, wild environment where the heart of Hokkaido lies. Within these rarified and untouched wilds is a distillery aiming to infuse the flavors of Japan's great north into a single drop.

Inspired by the natural treasures of Hokkaido, Takasu Distillery uses local agricultural produce and herbs to craft its botanical gins. In addition to being Japan's northernmost distillery, the gin made here has been praised for its quality and spirit — both literal and metaphorical.

Small distilleries like Takasu usually have charming quirks, which guests will discover on a brief tour of the facilities. Then, it's time to sample the product with a relaxed tasting session. Sip on premium cocktails while taking in the evocative landscapes just outside. Each drink is meant to reflect Hokkaido's bountiful lands.

But the highlight of your visit will be a workshop where you can pick the herbs and other ingredients that move your soul and use them to craft a one-of-a-kind gin. You'll even be able to harvest ingredients like blueberries, coriander, wheat, and more, which are grown nearby.

**PREFECTURE:**  
Hyogo

**ORGANIZER:**  
Yanagawa



**ACCESS INFORMATION**  
From Kuroi Station: Drive for 7 minutes or walk for 39 minutes.

**PRICE**  
¥5,000

## Craft Traditional Japanese Sweets With Tamba's 3 Treasures

*Ceramics, local ingredients, and delicious tea come together in a study and savor experience.*



Fall in Japan is characterized by earthly treasures, from the rich jewel tones of changing leaves to the smell of seasonal sweets roasting on the streetside. In Tamba, Hyogo Prefecture, chestnuts, black beans, and red adzuki beans are quintessential fall flavors.

During this experience, guests will use two kinds of local rice to make ohagi, sweet rice balls filled with red bean paste and usually covered in sesame or kinako powder. The snack is traditionally served alongside tea prepared in Tamba ware.

Sense the natural sweetness as you knead and crush ingredients into aromatic art pieces, complete with seasonal garnish. Using traditional tools and ingredients, you'll be transported into the world of past generations, deepening your appreciation for nature, producers, and farmers, all of which make Tamba's food culture unique. In addition to a sweets-making workshop and educational talk, guests will use a traditional pot to roast Tamba green tea leaves. This local tea is the perfect cup of hojicha to enjoy with your handmade ohagi.

Embrace the autumn flavors of Hyogo as you engage all five senses in this make-and-learn course, where the specialties of Tamba's delicious natural products are presented in their best light.



# 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



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

PREFECTURE: NIIGATA



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### Omicho Market Tour and Cooking Class

PREFECTURE: ISHIKAWA



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

PREFECTURE: AICHI



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

PREFECTURE: MIE



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

PREFECTURE: KAGAWA



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

PREFECTURE: MIYAZAKI



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

PREFECTURE: SHIZUOKA



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

PREFECTURE: MIE



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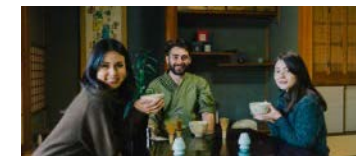


### Ama Hut Seafood Dining Experience with Japan's Traditional Female Divers

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

PREFECTURE: KOCHI



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## JURY PRIZE



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

PREFECTURE: TOKYO



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# 2021 WINNERS

## GOLD PRIZE



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

PREFECTURE: KANAGAWA



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## SILVER PRIZE



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

PREFECTURE: TOCHIGI



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

PREFECTURE: GUNMA



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

PREFECTURE: TOKYO



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### Kawaii and Insta-Worthy Character Bento Class

ONLINE



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**byFood**



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

PREFECTURE: NIIGATA



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

PREFECTURE: GIFU



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

PREFECTURE: GIFU



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

PREFECTURE: MIE



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

PREFECTURE: KYOTO



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

PREFECTURE: NARA



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## BRONZE PRIZE



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

PREFECTURE: KANAGAWA



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### 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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# 2022 WINNERS



## GOLD PRIZE



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



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## SILVER PRIZE



**Revitalizing Minamisanriku: Fresh Oysters and Local Wine Tour**  
PREFECTURE: MIYAGI



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**Soy Sauce Making and Factory Tour in Kawagoe**  
PREFECTURE: SAITAMA



**Vegan Cooking Class: Temari Sushi with Local Sustainable Vegetables**  
PREFECTURE: TOKYO



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**Century-Old Fermentation Storehouse Tour and Miso Sampling**  
PREFECTURE: NAGANO



book on  
**byFood**



**From Leaf to Brew: The Secrets of Japanese Tea Production**  
PREFECTURE: SHIZUOKA



book on  
**byFood**



**Make Your Own Pet Food From Scratch! Fishing and Grilling in Mie**  
PREFECTURE: MIE

## BRONZE PRIZE



**Takashima, the City of Fermentation: Miso, Soy Sauce, and the Original Sushi**  
PREFECTURE: SHIGA



**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



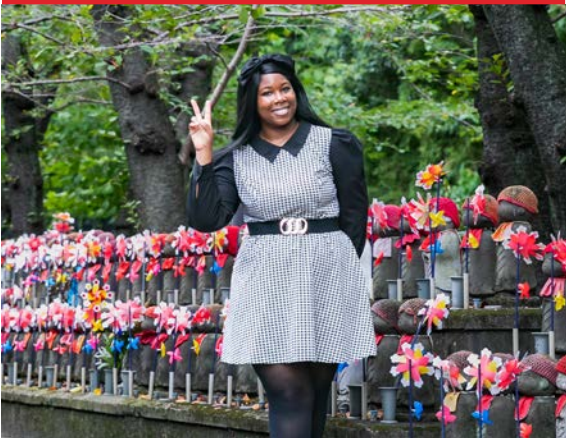
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Meet the EAT! MEET! JAPAN Japan ambassadors, travelers who love exploring Japan and sharing their experiences with others.

Coco Yancey  
@kawaiiicoco

- FAVORITE JAPANESE FOOD:  
Abura Soba
- FAVORITE CITY:  
Uji, Kyoto
- FAVORITE ACTIVITY:  
Eating
- FUN FACT ABOUT YOU:  
Freestyle rap and beatbox.



Coco Yancey is an American Influencer and Content Creator living in Tokyo, Japan. She has lived in 4 different states all across America but she calls the east coast her home. Having spent most of her life in the States, she decided to try living in abroad as a way to challenge herself. 2 years later, she has made a name for herself in the creative community and now enjoys creating content for her audience and sharing the beauty of Japan!

REVIEW

Eating is my favorite activity, so being an ambassador for a program like Eat! Meet! Japan! is a dream come true. Showcasing the best of the best when it comes to food experiences is something truly special. I am so glad to be apart of this journey and I look forward to sharing what I've learned with my audience!

Stephanie  
@stefatty\_

Stephanie is originally from Melbourne Australia and has been living in Japan since 2019. She visited Japan for 1 month on vacation and fell in love with the food so much she decided to quit her job as a pharmacist and move to Japan. Ever since then she calls Japan her home and spends her time exploring every nook and cranny to find the best hidden secrets.

REVIEW

I love traveling around Japan because there's always something new to discover no matter where or when you go. I feel so lucky to discover a new side of Japan with EAT! MEET! JAPAN and get to share the adventure with y'all!

- FAVORITE JAPANESE FOOD:  
Yakitori
- FAVORITE CITY:  
Tokyo
- FAVORITE ACTIVITY:  
Eating, road trips, hiking & hosting dinner parties!
- FUN FACT ABOUT YOU:  
I've hiked Mt. Fuji 6 times (once during a typhoon) and I plan to do it again!







## Kim Dao

@kimdaoblog

**FAVORITE JAPANESE FOOD:**  
Udon

**FAVORITE CITY:**  
Karuizawa and Osaka

**FAVORITE ACTIVITY:**  
Gaming

**FUN FACT ABOUT YOU:**  
I have a cheese addiction and add it to everything I eat



Kim Dao is an Australian content creator based in Tokyo. She has travelled to Japan many times on in the past, but finally she has decided to settle in Japan with her family in 2022. She loves sharing Japanese culture to the world on her Youtube channels over the years and hopes to continue for many more years to come!

### REVIEW

I am lucky enough to explore a lot of Japan already, but being an ambassador for EAT! MEET! JAPAN has given me opportunities to experience things I never knew existed in Japan. There is just so much to do in Japan that you wouldn't have known. Having the opportunity to interact with the locals and to learn directly from them has made this an unforgettable experience!

## Ana Bahudu

@anaoha

Ana is a Romanian travel content creator based in Japan. As of 2023, she has become a permanent resident of Japan. Her interest in Japan sparked during her middle school years in Romania when she decided to start learning Japanese. She first came to Japan as an exchange student with the MEXT scholarship, an opportunity that allowed her to study at one of the prestigious universities in Japan, Waseda University.

### REVIEW

One of my favorite parts about traveling around Japan has been connecting with locals and learning about their daily lives, interests, and culture. This is what the EAT! MEET! JAPAN experience allowed me to do! I discovered a part of Japan I had never been to before, and I learned so much about this region from the kind local people. And, of course, I got to enjoy the best delicacies of this region.

**FAVORITE JAPANESE FOOD:**  
Sushi, ramen, and Kaiseki

**FAVORITE CITY:**  
Kyoto and Hakodate

**FAVORITE ACTIVITY:**  
Traveling

**FUN FACT ABOUT YOU:**  
At one of my first job interviews in Japan, I mentioned that I came to Japan partly because of Naruto. Later, when I got the job, the interviewer who became my senpai always teased me about that.





## 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



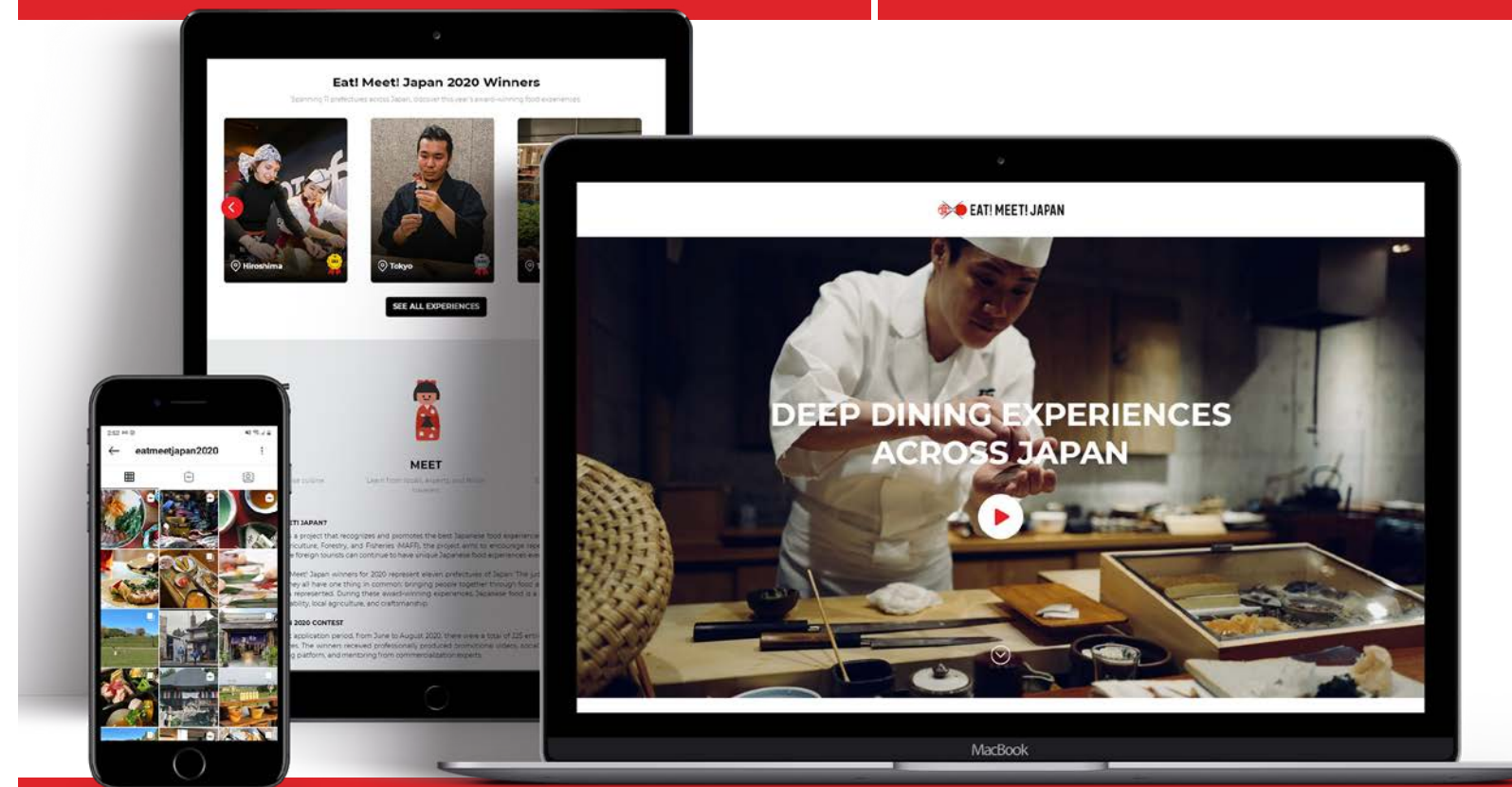
 Find your favorite  
Taste of Japan



授賞式の様子



授賞式の様子



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*

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