



MAFF

Ministry of Agriculture,
Forestry and Fisheries

FOR IMMEDIATE RELEASE

The attached program is revised on January 20 with latest information.

THE JAPANESE MINISTRY OF AGRICULTURE, FORESTRY AND FISHERIES, ALONG WITH CHEFS DAVID BOULEY AND JOSH DECHELLIS, INTRODUCES THE ESSENCE OF JAPANESE FOOD

New York, NY (01/07/2010)- This January, in a four-day event entitled *The Essence of Japanese Food: Discover Authentic Japanese Ingredients*, the Japanese Ministry of Agriculture, Forestry and Fisheries (MAFF) will present the latest trends in Japanese cuisine and fine food products. From Friday, January 22nd through Monday, January 25th, the MAFF will host a series of lessons and cooking demonstrations at New York City's International Culinary Center.

This series of culinary events will consist of two parts: The first is a 2-day lecture on Japanese food culture and the appeal of Japanese ingredients for junior chefs and culinary students. The second part is a 2-day lecture and demonstration for head chefs, souschefs and food buyers, led by celebrity chefs **David Bouley** of *Bouley* and *Upstairs at Bouley* and **Josh DeChellis** of *La Fonda del Sol*. Attendees will be introduced to authentic Japanese ingredients such as Japanese *wagyu* beef, *yuzu* product, *miso*, yellowtail, *nagaimo* yam, *wagashi* confectionaries, Japanese tea and *sake*. There will be the opportunity for direct business negotiations with visiting Japanese food companies and producers who will exhibit their products and the chance to meet and exchange ideas with Chefs Bouley and DeChellis.

With this series of events, the MAFF seeks to familiarize students and food professionals with the Japanese ingredients and introduce the potential of incorporating them into other cuisines.

OVERVIEW

Course Name: The Essence of Japanese Food: Discover Authentic Japanese Ingredients

Session: Friday, January 22nd - Monday, January 25th, 2010

Venue: The International Culinary Center (A culinary school in New York, USA)
462 Broadway New York, NY 10013-2618

Instructor: David Bouley, Josh DeChellis and others (5 instructors scheduled)

Hosted by: Ministry of Agriculture, Forestry and Fisheries of Japan (Export Promotion Office)

Operated by: Japan Convention Services, Inc.

Media contact:

Sally Fischer Public Relations

Danielle DiBlasio

Email: Danielle@sallyfischerpr.com TEL: (212)246-2977

For more information, please visit:

<http://www2.convention.co.jp/ejf/eng/overview.html>



MAFF

The Essence of Japanese Food –Discover authentic Japanese ingredients-
January 22-25, 2010 /Venue: International Culinary Center, NY

Japanese Food Culture Course for Junior Chefs

January 22-23

Venue: Ampitheatre, International Culinary Center 2nd Floor

PROGRAM (The schedule is subject to change)

Fri. January 22

11:00-15:00 (Lunch Break:12:00-13:00)

Opening Remarks by Hidenobu Mizuno, consul, Consulate-General of Japan in New York

Lecture by Yoshinori Ishii, Morimoto Restaurant

Topics:

- The Cultural Background & Appeal of Japanese Cooking
 - 5 tastes, 5 colors and 5 ways
 - Japanese Cooking As a Healthy Diet
 - How to Select and Store Ingredients
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Sat. January 23

11:00-12:00

Lecture by Shintaro Yoshida, Umami Information Center

Topics:

- Preparation Tips for Basic Cooking
- *Umami* & Soup Stock

12:00-13:00 Lunch Break

13:00-15:00

Lecture by Isao Yamada, Upstairs at Bouley

Topics:

- How to Fillet & Clean Fish
- Application to Non-Japanese Dishes



MAFF

The Essence of Japanese Food –Discover authentic Japanese ingredients-
January 22-25, 2010 /Venue: International Culinary Center, NY

Ingredients Course for Top Chefs & Business Negotiations/ Products Exhibition

January 24-25
Venue: Ampitheatre, International Culinary Center 2nd Floor & 4th Floor

PROGRAM (The schedule is subject to change)

Sun. January 24

11:00-12:00

Explanation by Exhibitors

About the characteristics and features/ how to get the products, etc.

12:00-12:30 *Lunch Break*

12:30-14:30

Lecture on Japanese Food Products & Cooking Demonstration by Josh DeChellis, the executive Chef of La Fonda del Sol

Featured Products:

- *Sansho* (Japanese authentic pepper)
- *Somen* (Japanese noodles)
- *Uni* (Sea urchin)
- *Nagaimo* yams, etc.

14:30-16:00 **Business session/ Products Exhibition (4th Floor)**

Mon. January 25

11:00-12:00

Explanation by Exhibitors

About the characteristics and features/ how to get the products, etc.

12:00-13:00 *Lunch Break*

13:00-16:00

Lecture on Japanese Food Products & Cooking Demonstration

13:00-14:00

By Nobuyoshi Kuraoka, President of JRO New York Branch

*JRO:Japanese Governmental Organization to Promote Japanese Restaurants Abroad

14:00-16:00

By David Bouley, the owner chef of Bouley and Upstairs at Bouley

Featured Products:

- Japanese *wagyu* beef
- *Nagaimo* yams
- *Yuzu* product
- Scallops, etc.

16:00-18:00 **Products Exhibition & Social Gathering (4th Floor)**