

2021

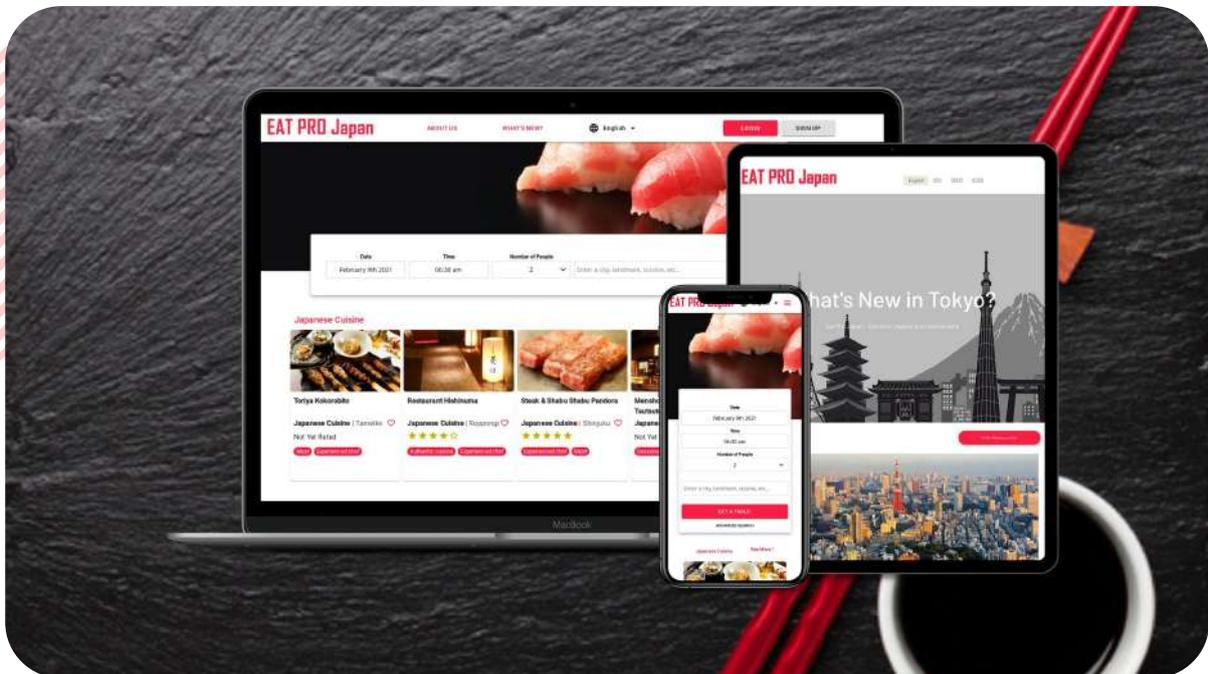
EAT PRO Japan

*Why Japanese Cuisine is Preferred by
People all over the World*



**(FABULOUS EXPERIENCE)
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WHY JAPANESE CUISINE IS PREFERRED BY PEOPLE ALL OVER THE WORLD

Japanese cuisine is attracting great attention and is loved by people all over the world. Let's explore the secret!

Due to the fact that Japan is an island nation, Japanese cuisine primarily developed in an isolated environment over the centuries. Even from a global perspective, its culinary features are unique and distinctive. Therefore, one of the reasons for the popularity of Japanese cuisine is that many people are interested in tasting something unlike anything they have in their homeland. The fact that it was registered as a UNESCO Intangible Cultural Heritage product in 2013 was also a great opportunity for Japanese cuisine to attract the global recognition it has long deserved. Here are three points about why Japanese cuisine was registered as a cultural heritage and why it attracted the attention of people from around the world.



The first point is the beauty of its appearance.

Japanese cuisine has long played a role since ancient times of "hospitality" from the preparer to the diner. This was required to honor one's guests, and it led to accentuating the feelings received by the diners as to the time and effort put in to their meal by the cook. For example, a "decorative cutting" that cuts vegetables like butterflies or flowers, the arrangement of dishes, or the tableware to be used were all important elements of the dining experience. This history of quality design in the preparation of Japanese cuisine has sometimes been considered an art form in and of itself.



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The second point is that it incorporates a sense of the seasons and uses a variety of ingredients.

Because Japan is a country surrounded by the sea, it is blessed with abundant seafood resources. In addition to this, because the Japanese archipelago is lined with mountains large and small, with arctic temperatures to the north and tropical conditions to the south, there are unique environments for many different varieties of plants and animals to emerge, which are utilized to their full potential in Japanese food preparation. Although Japan is a small country by some standards, it has a level of biodiversity and climatic differences that have allowed it to produce food stuffs wholly unique to the archipelago. By incorporating these ingredients into meals according to the seasons, Japanese chefs have gone a step further, by accentuating their creations to coincide with the seasonality of their products. This tends to maximize the flavor of the Japanese cuisine they specialize in when all is said and done.



The third point is that it is very healthy compared to other cuisine types.

A characteristic of Japanese cuisine is that the seasoning is relatively light and delicate. By relying on the taste of the ingredients and using the dashi to add umami, one does not have to rely too much on the aspect of seasoning. It is a well-known fact that Japan boasts the longest life expectancy of any country on Earth, and a quintessential element to understanding how this can be the case is to look at the bounty of healthful qualities which the food products grown and consumed in Japan naturally contain.



JAPANESE FOOD PRACTICES AND COURTESY

In Japan, there are a lot of detailed rules concerning proper table etiquette which can sometimes cause anxiety for foreign travelers dining out on the town. These practices tend to be unwritten rules of conduct, which can make them even harder for outsiders to grasp in the moment. However, foreign visitors are often given a pass in this regard due to these complexities.



Point 1: Eating mainly with chopsticks

As you are most likely aware, Japanese food is mainly eaten with chopsticks. While the Japanese master how to use chopsticks when they are children, foreigners from Western societies tend to be less proficient in the art of chopstick use. But worry not if you don't use chopsticks well, because there are many establishments that offer forks and spoons upon request – the Japanese word for fork is “Foh-ku” and spoon is “su-pun” and they sound very similar to the English words as you can see!

Point 2: Eat while holding the rice/miso bowl in your hand

When eating at a restaurant in Japan you'll often notice Japanese people holding the rice bowl up to their face as they chow down. This is simply an easier way for them to eat things with chopsticks, but it tends to happen with all small bowls of food that you can hold in one hand, like miso soup for example.



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Point 3: Izakaya (Japanese-style pubs) have “Otoshi” appetizers



When you arrive at an Izakaya, you will find small plates of food set up for you to enjoy while you wait for your drinks – similar to an appetizer – which are called “Otoshi.” Unlike in a bar, where you often find complimentary snacks such as peanuts, pretzels, or potato chips/crisps, the “Otoshi” are included in your bill – even if you do not eat them. This is something that tourists sometimes find confusing, especially if they didn’t partake in the snack.

Point 4: Clean your plate completely



In Japan, it is considered good manners to eat all the solid food that you were served. Of course, when it comes to things like rice this can be a bit tricky, but if you try to do your best you will have no cause to offend your vendors.

Point 5: “Itadakimasu” before meals and “Gochisosama” after meals



A very unique feature of dining in Japan is the so-called “honorifics” used by the Japanese when eating meals like breakfast, lunch, and dinner. It is considered a sign of respect to the preparer of your food to say right before you begin eating – after your meal has been placed in front of you, but before you begin to eat it – to say the Japanese phrase “Itadakimasu” – which sounds like “eat-tah-dah-key-mas” in English and translates to something akin to “I will receive your meal.”

 This is by no means an exhaustive list of Japanese table manners, but if you follow the 5 simple etiquette rules mentioned above, you will have a far more enjoyable time while eating out with your friends or by yourself.

The Eat Pro Japan team encourages you to try them out for yourself as you explore the smorgasbord of dining options which Japan has to offer!



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MISSION

We strive to create a world where communication and cultural differences don't exist! Where restaurants and foodies from all over the world can have a great catering and dining experience together. Our goal is to build a cross cultural dining environment where restaurants in Japan and international diners can comfortably share and respect each other's cultures, create joy, and build mutual understanding through the ultimate dining experience.



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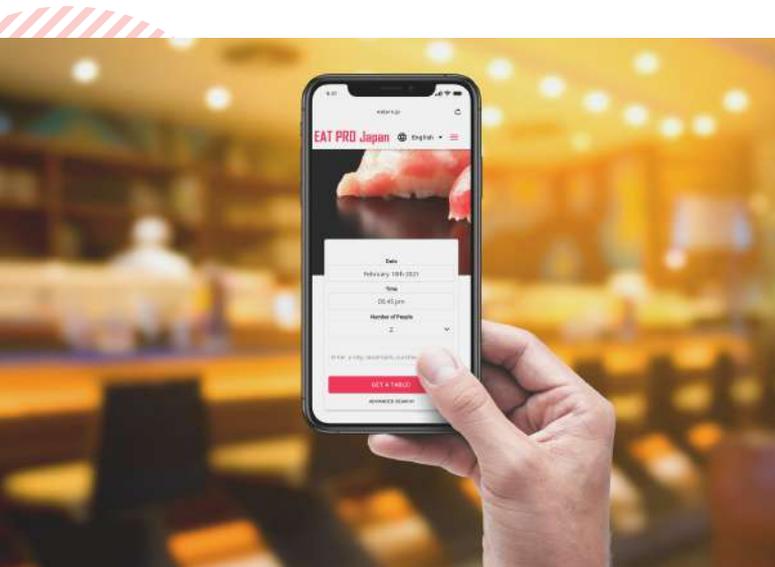


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FIND THE BEST RESTAURANTS IN JAPAN

Eat Pro Japan is an international restaurant booking site where people from across the world can make reservations specifically for Japanese restaurants. We aim to assist inbound travelers to Japan in maximizing their tourist experience by pairing them with the world-renowned cuisine options Japan has to offer.

We provide joy, surprise, and new discoveries to restaurants and gourmets alike. We aim to create a world without communication barriers and cultural differences getting in the way of enjoying a night out with friends. And we firmly believe in the power of foodies from all over the world enclosing tables together and sharing a wonderful experience through food.

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