

For Press Release

Japanese Gastronomy Kitchen Kujo Tokyo



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It's a project to provide full-fledged, authentic Japanese cultural experiences and to enjoy the ingredients of producers who make safe, secure and genuine products through the act of making Japanese food to foreigners who are visiting Japan.



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It seems that Japanese food boom is happening all around the world now. There are Japanese restaurants no matter where you go and all seem to be very popular however, I've heard that when people travel to Japan and taste real Japanese food for the first time, many tourists are blown away by the difference.

But, can we really say that the restaurants in Japan are serving real Japanese food and authentic homecooked style meals? Does the heart and spirit of hospitality still truly exist? If we keep going on this current path of using non-domestic, low quality and cheap products for profit, one day Japanese food will lose its charm as content, and as a travel destination, maybe it will only have values that only closely resemble what was once authentic.

The diversity, richness and depth of Japanese food have been developed through incorporating international food cultures and freely rearranging them. On the other hand, the low food self-sufficiency rate is difficult to look at and considering the population explosion in areas where there are few cultivated areas overseas, there is a crisis waiting to happen around Japan's food and the environment surrounding Japan's food system.

When considering the surprisingly small numbers of successors of agriculture, the sharp population decline and the accompanying rapid decline in domestic consumption, until when will the popular Japanese food be able to attract the people overseas?

Eating delicious food, serving tasty meals and the satisfaction of entertaining the guests, feeling of happiness is packed full in food. Even when we are busy working, us Japanese have poured our love into our bento boxes and have conveyed the history and techniques of Japanese food. Offering such authenticity and affection through food is the future industry of this country. For that purpose, further cultivation of "food" content is demanded. And to make that happen, as always, it is the ingenuity to make delicious food by using genuine producers' real and high quality ingredients.

Kujo Tokyo is a place where you can meet authentic ingredients and have fun making Japanese food using them.

Market Environment Surrounding Japanese Food

Inbound

Government goal in 2020:
40 million foreign tourists visiting Japan, Consumption amount to 8 trillion yen.
Number of foreigners visiting Japan by region

China 7.35 mil	Korea 7.14 mil
Taiwan 4.56 mil	Hon Kong 2.23 mil
US 1.37 mil	Thai 980 k
Australia 490 k	In that order(2017)

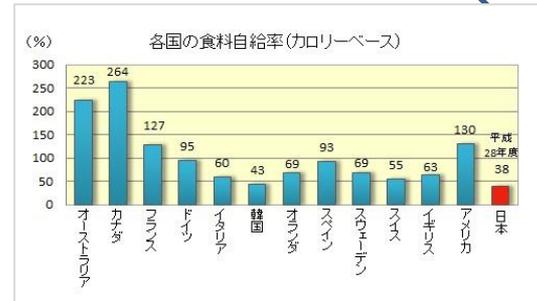
Travel consumption:
4,416.1 billion yen
153,921 yen per person.



Food Self-Sufficiency Rate

On a calorie basis only 38% and it is the lowest amongst the 1st world countries.
Essential to Japanese Food, soybeans 7%. It's a flourishing powder culture area yet wheat 13%.

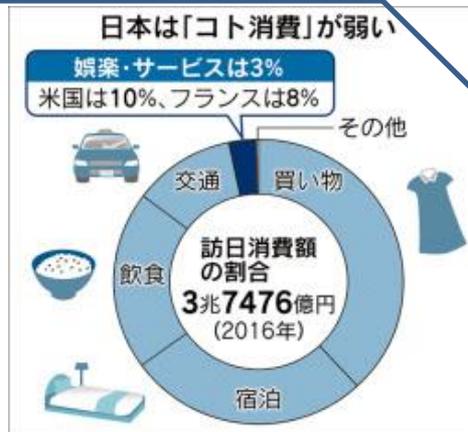
In terms of worldwide, rapidly increasing population, abnormal weather, population increasing in areas without cultivative land and various difficulties. Agricultural workers declined 19.8% in the past decade.



Increasing self-sufficiency rate is an urgent task.

Facts of Inbound

Breakdown of per capita consumption
Shopping 57,154 yen
Accommodation 43,397 yen
Food and Drink 30,869 yen
Entertainment / service 5,014 yen
(+ 7% of the previous year)
<Only 3% ⇔ US 10%>
The first time visitors to Japan were 43.7% and the majority were repeaters. 8.2% said that they've visited ten times or more!



Tourists are interested in genuine Japanese experiences

By increasing the production of genuine ingredients and offering genuine items to tourists visiting Japan, we want the people to have the best memories of their Japan trip – that is Kujo Tokyo's wish.

Example of a Week of Experience Programs

(Exp:)	● Mon	● Tue	● Wed	● Thurs	● Fri	● Sat
Lunch 10:30 12:50	My Town's Soulfood Enjoy different ingredients and local soul foods ★ Experience ★ Help make 1 item + tourism PR	Japanese Food with Koji Try making various dishes with Koji. You get to take home your own Koji. ★ Experience ★ Making Koji	Shojin Vegan Ramen Health oriented vegan food are all basically Shojin Cooking ★ Experience ★ Ramen Topping	Tofu Making and Soy Cuisine The basic of Japanese food=Soy. Preparing dishes that uses soy. ★ Experience ★ Tofu Making	Oshizushi Making and Japanese Sushi Culture Sushi is Edo's fast food? ★ Experience ★ Making Oshizushi	Let's eat all of the fish from Tsukiji! Eat fresh fish of the day from the Tsukiji market. ★ Experience ★ Grating Fresh Wasabi
Tea Time 13:30 15:00	Shodo Enjoying the art of Japanese calligraphy casually. ★ Experience ★ Shodo+Japanese Sweets	Sado Casually taking part in Japanese tea ceremony ★ Experience ★ Sado	Shodo Enjoying the art of Japanese calligraphy casually. ★ Experience ★ Shodo+Japanese Sweets	Easy going yoga Yoga to prevent you from falling. ★ Experience ★ Yoga and original healthy drink.	Shodo Enjoying the art of Japanese calligraphy casually. ★ Experience ★ Shodo+Japanese Sweets	⇒ Many eventful activities like, live concerts movie nights walking tours
Dinner 15:30 17:50	One of a Kind Bento in the World Choose your favorite lunch box, packed lunch box championship ★ Experience ★ Packing bento for someone else	Making Miso Try at making miso. Take home miso that you made. ★ Experience ★ Miso Making	OO Household's Homecooked Meal. 【Meal Plan】 Chef's Menu of the Day Rice•Miso Soup	Tofu Making and Soy Cuisine The basic of Japanese food=Soy. Preparing dishes that uses soy. ★ Experience ★ Tofu Making	Oshizushi Making and Japanese Sushi Culture Sushi is Edo's fast food? ★ Experience ★ Making Oshizushi	Curry Man's Seafood Curry Attempting at making the best curry in Japan. ★ Experience ★ Making Curry Roux

* Future Lunch, Dinner Menu LINE UP (Exp)

Cooking with Season

That Restaurant's Staff Meal.

Nationwide Udon Travels

Western Food that Became Japanese

Pickles and Japanese

Soba Making

Bar
18:00
23:00

Bar Time

Sake and Japanese wine & Bio• Nature (domestic and international organic wine), non-alcoholic beverages and other beverages that come with a story have been collected for the drink menu. Seasonal dishes prepared by our chef using exclusively selected high quality ingredients. All are welcome, no reservation necessary.

Please check our website for our most up to date programs and reservations.

■ Reserve at: <https://reserve.be/kujot>

We also have other activities at Kujo Tokyo

Not only Japanese food making and cultural experience programs, we hold other events and activities such as, city walking tour through the town of Yanaka, where Edo vibes still linger or activities that are held in our traditional Japanese tatami rooms.

Experience Program - Japanese Culture

- ★9/8(sat) Movie night 19:00-
- ★9/13・27(tho) Yoga for fall prevention 13:30-15:00
- ★9/24(mon) Open mic Night 19:00-21:00
- ★9/29(sat) Exploring Yanaka & hot springs 15:30-18:00



8/27 open mic night GUEST (Performers scheduled)
Eriko Mizukami (Irish Trad's Ilian Pipes)
Ryosuke Tomita (guitar)

www.kujo.tokyo
<https://reserva.be/kujot>

