



日 本



和 食

# 行くぜっ! にっぽんの和食

IKUZE!  
NIPPON NO  
WASHOKU

ユネスコ無形文化遺産登録10周年



December 4, 2023, will mark the 10th anniversary since “Washoku: traditional food culture of the Japanese” was registered as a UNESCO Intangible Cultural Heritage. To celebrate, we have launched the “Let’s Go! Japan’s Washoku” website, using this opportunity to build momentum for and promote activities to protect and pass on Washoku—the culinary culture that Japan proudly shares with the world. We will promote the appeal of Washoku through a variety of projects.

## Characteristics of Washoku culture, which was registered as an Intangible Cultural Heritage

- 01** It has a close relationship with annual events such as the New Year holidays
- 02** It expresses the beauty of nature and the changing seasons
- 03** It has a nutritional balance that supports healthy eating habits
- 04** It uses diverse and fresh ingredients, and pays respect to the qualities of each ingredient

Washoku is popular among visitors to Japan. It has significant depth and has so much more to be discovered.



### Sushi

Currently, Edomae nigiri-zushi (Tokyo-styled, hand-rolled sushi) is the type of sushi that is widely recognized around the world. This hand-rolled sushi is not simply fish placed on rice. Sushi chefs craft the fish accordingly, such as preparing the toppings (fish) according to the type of fish and curing the fish with kelp. The manner in which the vinegared rice is rolled also calls for masterful techniques.



### Tempura

Tempura is a dish in which fish or vegetables are dipped into a batter, made from flour mixed with water and eggs, and deep-fried in oil. The dish became popular during the Edo period (1603–1867) as a street food offering deep-fried fish from Edo Bay (currently known as Tokyo Bay). Due to the simplicity of the cooking method used, the finished product heavily depends on a chef’s skill. Chefs may adjust the temperature and frying time according to the ingredients used.



### Sukiyaki

Sukiyaki is one of the most prevalent Washoku meat dishes. It originated in the Meiji era (1868–1912) and is still popular today as a luxurious meal. There are two types of sukiyaki—the Kansai style cooks beef in a heated pan before adding stock made from mirin, soy sauce, and other seasonings. Meanwhile, in the Kanto style, the meat is not cooked beforehand but simmers all ingredients in the sukiyaki stock.



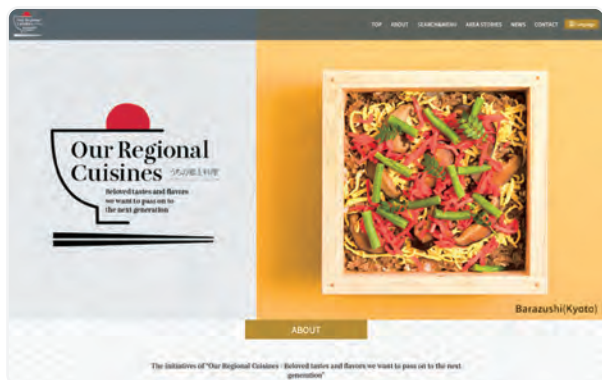
### Regional cuisine

The Japanese archipelago extends from the subarctic north to the subtropical south. Each region has a different climate, which means that there is a wide array of diverse local produce throughout the country. Regional cuisine uses local products and have been developed to meet the preferences of local citizens, and there are countless regional dishes to be found in Japan.

# Learn more about Washoku: Content translated into English

## Our Regional Cuisines

This section introduces regional cuisine that has been handed down through generations in various regions of Japan. The content includes the background to the region in which the cuisine originated, along with recipes.



ramen  
HOKKAIDO



ozouni  
TOKYO



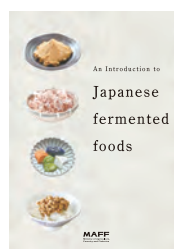
suizen  
ISHIKAWA

WEB SITE



## Traditional Foods in Japan

This section introduces traditional foods (processed foods) that have been handed down through generations in various regions of Japan. The section also provides in-depth information on fermented foods that are essential to Washoku, such as miso and soy sauce.



WEB SITE



PDF



## Taste of Japan

A portal website communicating the appeal of Japanese food



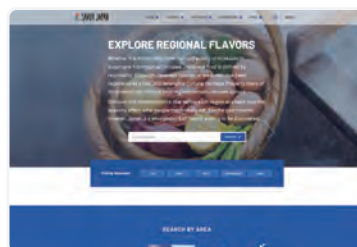
The website provides information related to Washoku and the Japanese food culture, along with restaurants and retailers throughout the world where Japanese foodstuffs can be enjoyed.

WEB SITE



## SAVOR JAPAN

A portal website introducing regional foods and food culture experiences



The website introduces travel destinations in farming, mountain and fishing villages where one can enjoy delicious Washoku and experience the local food culture.

WEB SITE



## The Washoku Way

-Japan's Nuanced Approach to Food-

A booklet promoting the appeal of Washoku and the Japanese food culture

This is a booklet created with the aim of promoting the Washoku and Japanese food culture worldwide. It is available in English, French, and Italian.



WEB SITE



【Organizer:】

“IKUZE! NIPPON NO WASHOKU 10th Anniversary of Registration as a UNESCO Intangible Cultural Heritage” Executive Committee