



# OSAKA FOOD PROMOTION EVENT

 Osaka Prefectural Government



## OSAKA FOOD PROMOTION EVENT

### ***SCHEDULE***

Date and Time

8, August 2019, 12:30 – 14:30

Location

Kampachi Pavilion

#### **1. Welcome remarks**

#### **2. Promotion speech on Osaka Regional Foods**

*by Mr. Kazuto Nambu*

Director General, Department of Environment, Agriculture,  
Forestry, and Fisheries, Osaka Prefectural Government

#### **3. Introduction of Today's lunch buffet menu**

*by Chef Alex Lee*

Kampachi Pavilion

#### **4. Toast by Osaka local wine and juice**

*by Mr. Toshihiro Takai*

Chairman, Osaka Wineries Association

#### **5. Start lunch buffet & Interaction**

**Closing**





## OSAKA FOOD PROMOTION EVENT





**SUSTAINABLE  
DEVELOPMENT GOALS**

**17 GOALS TO TRANSFORM OUR WORLD**





*Osaka Prefecture*

## Location, population.

Osaka is located in the Kansai region, which is in the center of Japan about 500km west of Tokyo. It takes about one hour to fly from Tokyo to Osaka. The population of Osaka Prefecture is about 8.8 million people. That's slightly less than Jakarta, the capital of Indonesia. It's also about the same scale as Guangzhou in China.

Osaka Prefecture

8.8 million people





*Osaka Prefecture*

## Location, population.

In its urban areas, Osaka is home to many large companies, offices, commercial facilities, transportation infrastructure, and more. Osaka is a prefecture with very dynamic urban functions.

In June of this year, Japan's first G20 summit was held in Osaka, and next month, in September, Osaka will also host matches for the Rugby World Cup.

Osaka will also host Expo 2025. Recently Osaka is becoming a key location for international events.



**EXPO  
2025**  
OSAKA, KANSAI, JAPAN







*Osaka Prefecture*

## Geography, climate.

Osaka is well known as an urban area, but it is also home to beautiful, sprawling fields just a 45-minute drive about 30km from the city center. The climate of Osaka Prefecture is categorized as "Seto Inland Sea climate", and is characterized by warm temperatures year-round, and a low amount of rainfall.





*Osaka Prefecture*

## Geography, climate.

The suburb areas surrounding Osaka City provide consumers with a stable supply of fresh agricultural produce. Osaka is especially known for its cultivation of leafy vegetables for which a high degree of freshness is required, and fruits such as grapes, and is one of the most prominent producers of these crops throughout Japan.

Fresh perishable foods arrive to the markets each morning from these farms in the suburb areas, and are shipped to Kansai International Airport and to be exported overseas to countries like Malaysia.

Vegetables harvested early in the morning arrive in time to be sold in stores here the following day (as little as 36 hours). This kind of shipping speed is made possible by Osaka's geographic location and its functional infrastructure.







# Relations between Malaysia and Japan, including Osaka

Japan and Malaysia established diplomatic relations in 1957, and in 2017 we celebrated the 60th anniversary of this establishment.

Malaysia is an important partner with whom we have built up friendly relations. Many Osaka-based companies also have operations in Malaysia, and the number of such companies will continue to increase.







# Relations between Malaysia and Japan, including Osaka

Against this background, the number of Malaysians who visited Japan last year was 468,000.

Among total visitors from Malaysia, 225,000, or about half, visited Osaka (105% compared to the previous year), and the number of Malaysian visitors to Osaka is trending upwards.

Osaka was even included on the New York Times' list of "Places to go in 2017".

Osaka is also home to many Michelin-acclaimed restaurants, and is jokingly referred to as a place where people can 'eat food until they collapse'. The food culture of Osaka is gaining attention around the world.







Made in Osaka foods  
that enticed the world  
at the G20 Osaka summit

Osaka foods were well received at the G20 summit held right in Osaka at the end of June. At the world leaders' dinner banquet, some of Osaka's best foods were served including, Kawachi duck, Naniwa black wagyu beef, Kintaro sardines, spring chrysanthemum, Senshu onions, Yao edamame, and Senshu 'mizunasu', a variety of eggplant that can be eaten raw.





Made in Osaka foods  
that enticed the world  
at the G20 Osaka summit



The toast was made with Japanese sake from Osaka-based Akishika Brewery, which makes its "Shizukuzake" variety of sake with rice grown by the brewery itself, a method of sake-making that focuses on every step of the process.





*Introducing Osaka-mon*

## Delaware grapes

Grape production is a booming industry in Osaka Prefecture, and it boasts the 9th highest production of grapes in Japan (5,140 tons).

The main variety of grapes grown in Osaka is Delaware grapes, and for this variety Osaka ranks 3rd in Japan.

Delaware grapes are small with a sweet and sour flavor and delicate aroma.

The grape skin is easily separated from the fruit, and the grapes can be peeled by firmly pinching them.

Delaware grapes are in season from May to August.





*Introducing Osaka-mon*

HABIKINO

## Figs

Habikino City boasts the largest production volume of figs in Osaka Prefecture. This region is optimal for fig production due to the plentiful supply of underground water flowing from the Kongo mountain range. These figs have a high sugar content and sweet flavor. Figs are in season from July to August.





*Introducing Osaka-mon*

## “Mizunasu”eggplant

Mizunasu eggplant, a type of eggplant that can be eaten raw, is named for its high water content, which is usually around 90% or more.

The skin of mizunasu is thin compared to other eggplant varieties. It has a sweet flavor and is typically egg shaped.

This variety is grown in the warm Senshu region of Osaka surrounded by mountains and the ocean.

In Japan, this variety is mainly used for pickled eggplant. It is notable in that it is delicious even when eaten raw, as it has less harshness than other eggplant varieties.

The Shipment period Greenhouse cultivated from mid-February to early October Outdoor cultivated from around May to late November.





*Introducing Osaka-mon*

## Senshu onions

Senshu onions are grown in the Senshu area in southern Osaka Prefecture.

These onions are known for their juiciness due to their high water content, as well as their sweetness and deep flavor.

Senshu onions are well known throughout Japan as a variety of onion.

Senshu onions are in season from May to June.







*Introducing Osaka-mon*

## "Izumidako" octopus

Common octopus caught in Osaka Bay off the coast of the Senshu region is boiled for a dish known as "izumidako" octopus.

Osaka Bay offers a plentiful supply of food for the octopuses such as shrimp and crab, and as the ocean current is gentle the octopuses here are tender and flavorful.

Octopus from this area is notable for its tender yet almost crunchy texture and sweet, delicious flavor.

I recommend trying "takomeshi" or octopus rice, which is made by cooking rice and izumidako octopus together.

Izumidako octopus is in season from June to November.





大阪市中央卸売市場

*Introducing Osaka-mon*

## Japanese conger eel

Gourmets who love conger eel know that some of the tastiest is caught off the coast of Osaka's Sakai area.

These thick eels are characterized by their tender meat.

In Japan, conger eel is often fried for tempura or split and grilled in a style known as "kabayaki".

Conger eel is in season from May to July.





*Introducing Osaka-mon*

## Naniwa black wagyu beef

All Naniwa black wagyu beef is from female cows, and only 100 to 120 Naniwa black cows are raised at a time, making it a rare type of meat even in Japan.

After birth, from an age of about 10 months, calves are raised in a natural environment for about 20 months or more.

This gives the meat a natural marbling, and a tenderness with just the right amount of fat.

Osaka also offers ume (plum-fed) beef and Nose wagyu beef.







*Introducing Osaka-mon*

## Kawachi duck

Kawachi duck is a premium type of duck raised in Matsubara City.

Tsumura Honten is the only restaurant in Osaka that raises its own ducks and provides shipments of duck meat.

Their most recommended product is duck breast meat, and they raise ducks specially to ensure the most delicious breast meat.





### *Introducing Osaka-mon*

## Wine

There are currently seven wineries in Osaka. (Include the names, contact info, websites, etc. of the wineries on the slide)

Wines brewed in Osaka include those made with Cabernet Sauvignon, Merlot, Black Queen, Delaware, Koshu, Chardonnay, Muscat Bailey A and other varieties of grapes.

The most prominent winery in the area is Katashimo Winery, which is also the oldest wine brewing company in western Japan.

One of its popular products is Tako-cham, a sparkling wine that pairs well with takoyaki (an octopus ball dish Osaka is known for).

At the lunch buffet later,  
we will have a toast with wine from Katashimo Winery.







*Introducing Osaka-mon*

# Processed foods

kombu seaweed and others

There are also many well-known types of processed foods made in Osaka.

Among these, kombu seaweed is particularly well known as an Osaka specialty.

In the Edo period (1603-1868), Osaka was a strategic location in terms of both land and sea, and kombu harvested in Hokkaido was brought to Osaka for processing, where Osaka chefs developed a food culture centered around dashi broth (which is made with kombu).

Dashi broth is used not only for traditional Japanese cuisine, but also for giving a deep flavor to dishes such as takoyaki and okonomiyaki.



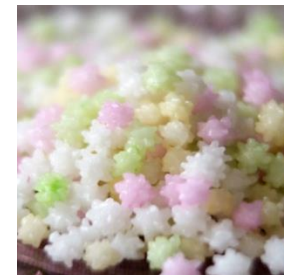




Yamatoni  
from **Japan Yamato Group,**



Japanese tea products  
from **Tsuboichi Seicha,**



Konpeito Japanese sugar candy  
from **Sasaki Seika**



Kombu seaweed from **Oguraya,**



pickled foods from **Iseya Shoten.**



Warabimochi and Japanese sweets  
from **Angetsudo,**

We hope you will enjoy these foods skillfully arranged by the chefs at Kampachi.



# **LUNCH BUFFET MENU**

OSAKA FOOD PROMOTION EVENT

8 Aug 2019 – 12:30pm-2:30pm Kampachi Pavilion

## **SASHIMI**

*Raw Fish Black Snapper and Seabass with Yuzu Konbu Ponzu*

## **NIGIRI SUSHI**

*Hand-pressed Sushi of Senshu Water Eggplant Asazuke, Cucumber Nukazuke, Black Snapper, Seabass*

## **MAKIMONO**

*Pickled Raddish Roll, Simmered Eel Roll, Simmered Mushroom Shiitake Roll, Tororo Konbu Sanshoku Maki*

## **REISAI**

*Senshu Water Eggplant with Moro Miso,  
Japanese Amara Rubins and Aiko Tomato with Charcoal Salt,  
Senshu Onion Salad served with Yuzu Konbu Ponzu*

## **MESHIMONO**

*Niniku Yaki Meshi served with  
Yamatoni style simmered Clam, Maguro, Konbu and Scallops*

## **AGEMONO**

*Osaka Fig Tempura, Senshu Onion Tempura, Anago Tempura, Sweet Potato Tempura*

## **MENRUI**

*Buckwheat Noodles with Young Sardines Pepper and grated Raddish*

## **DESSERT**

*Fresh Delaware Grapes, Hanamame Yokan, Monaka,  
Rikyu Maccha Ice Cream, Strawberry Almond Chocolate, Green Tea Almond Chocolate*

## **TEA**

*Special Premium Tea of Rikyu*

## **WINE & CHAMPAGNE**

*Ri-ka-en Red, Osaka Delaware, Tako Cham*







# CONTACT INFORMATION

## ENQUIRIES FOR FOOD SUPPLIED IN TODAY'S MENU

### ***The Kansai Foods Export***

### ***Promotion Cooperative Association***

501, Park Court Yodoyabashi Building, 4-8-10,

Koraibashi, Chuo-ku, Osaka city, Osaka

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E-MAIL: [staff@japan-foods.jp](mailto:staff@japan-foods.jp)

HP: <https://itadakimasu.or.jp/>

### SPECIAL THANKS

***Kampachi Restaurants Sdn. Bhd.***

### COOPERATED

***National Federation of Agricultural Cooperative Associations  
Osaka Headquarters***

***Osaka Nakakawachi Agricultural Cooperatives***

***Osaka Wineries Association***

***Japan Association of Fruit and Vegetables Export***

***JETRO (Japan External Trade Organization)***

### SPONSORED

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