

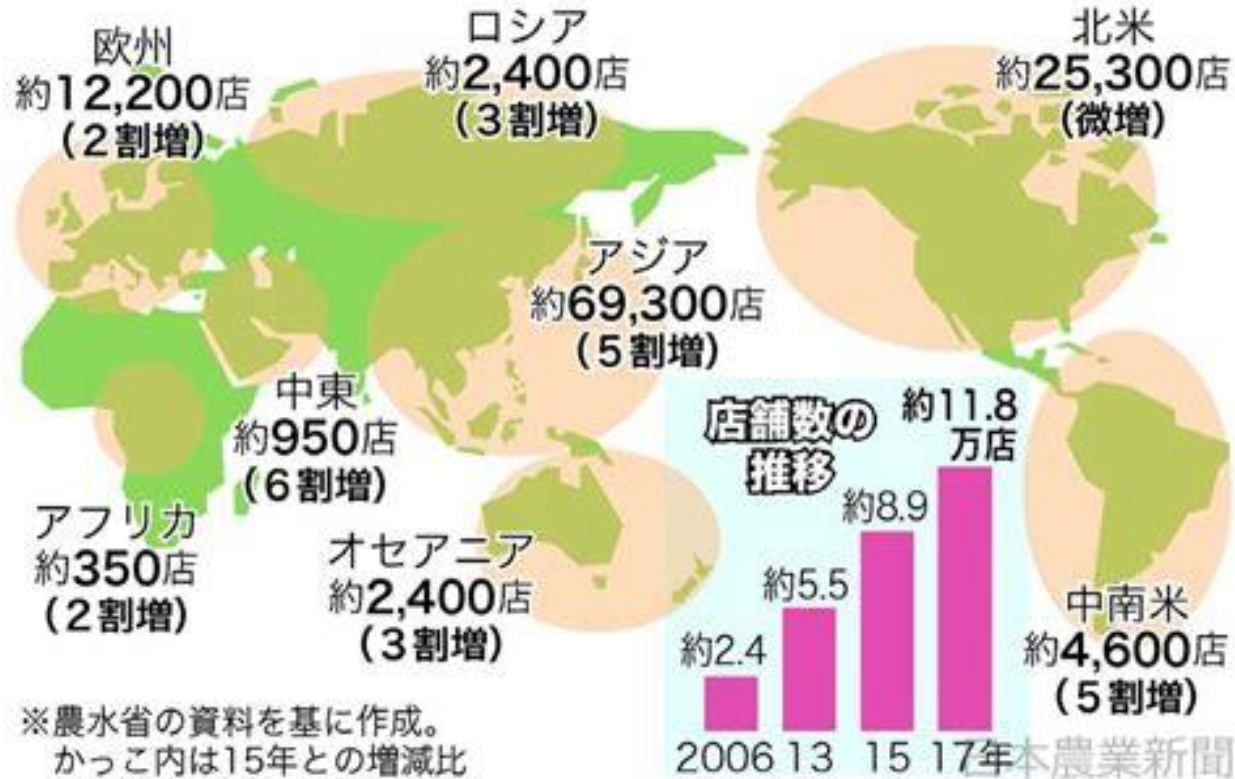
Introduction of Japanese Cuisine



World wide expansion



海外における日本食レストランの数 (2017年時点117,568店)



Japanese Cuisine restaurant numbers in the world

Numbers are increasing rapidly over the world.

※Numbers are published by Japanese agricultural ministry.
Within **4 years**, the numbers are over **double**.

2006	2013	2015	2017
24,000	55,000	89,000	1.18 Lac

Why Japanese cuisine?

Year 2013, Japanese cuisine is recognized as a
UNESCO World Intangible Cultural Heritage



1. Respect the taste of
a wide variety of Ingredients



2. Balanced Nutrition Facts



3. Expression
Natural beauty & Seasonal change



4. Close relationship with
Annual events such as New Year

Four elements constituting "Japanese food"

(1) Respect for diverse fresh ingredients and their taste

(2) Nutrition supporting healthy eating habits

(3) Expression of natural beauty and seasonal change

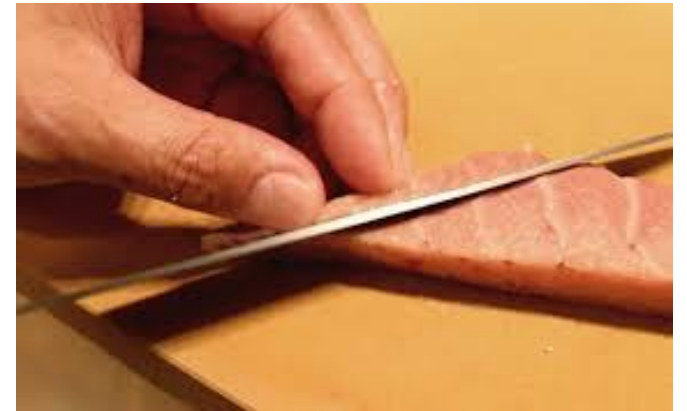
(4) Close relationship with
annual events such as New Year

Quotation: Ministry of Agriculture

Four elements constituting "Japanese food"

(1) Respect for diverse fresh ingredients and their taste

The land of Japan is long in the north and south, and sea, mountain, village and expressive nature are spreading, so various ingredients rooted in the area are used in various places. Cooking skills and cooking utensils that make use of the taste of materials are developed.



Four elements constituting "Japanese food"

(2) Nutrition supporting healthy eating habits

It is said that the Japanese meal style based on balanced soup and three vegetables is an ideal nutritional balance. In addition, we have realized a little diet of animal fats and oils by the use of "umami" very well, helping to Japanese longevity and obesity prevention.



Four elements constituting "Japanese food"

(3) Expression of natural beauty and seasonal change

One of the features is to express the beauty of nature and the shift of the four seasons in a dining setting.

Decorate the dishes with seasonal flowers and leaves, or use the furniture and equipment that matches the season, enjoy the seasonal feeling.



Four elements constituting "Japanese food"

(4) Close relationship with

annual events such as New Year

Japanese food culture has been nurtured closely with annual events. By sharing "food" which is the blessing of nature, by having time for eating, we have deepened our family and regional ties.



World Average Life Expectancy



💡 World average life expectancy 💡				※Published by WHO 2018th				
Ranking	Male/Female		Ranking	Male		Ranking	Female	
	Country	Average Life span		Country	Average Life span		Country	Average Life span
1	Switzerland	87.1	1	Switzerland	87.1	1	Switzerland	87.1
2	Japan	85.7	2	Japan	85.7	2	Japan	85.7
3	Australia	85.7	3	Australia	85.7	3	Australia	85.7
4	Canada	85.6	4	Canada	85.6	4	Canada	85.6
4	France	85.2	4	France	85.2	4	France	85.2
4	Singapore	85.0	6	Singapore	85.0	6	Singapore	85.0
↓								
125	India	68.8	125	Russia	66.4	124	Micronesia	70.8

Long Life
=
Balance of
Food Nutrient

Women are
Strong
Worldwide

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What is Traditional Domestic Japanese Cuisine



MAIN DISH = Griled fish

Protein



RICE

Carbohydrate



SOUP = Miso soup

Mineral



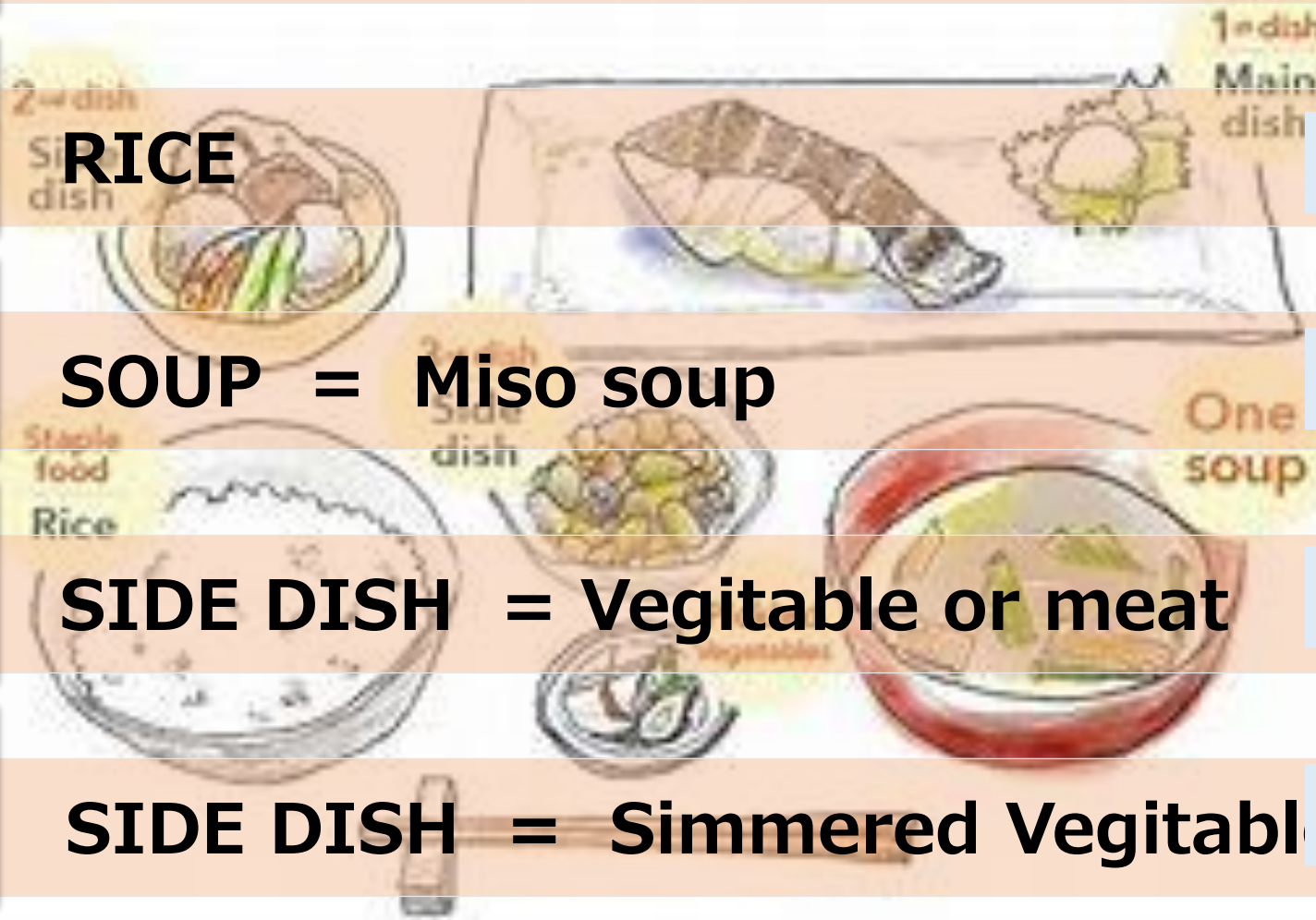
SIDE DISH = Vegitable or meat

Vitamin & Fibers



SIDE DISH = Simmured Vegitabl

Vitamin



Other varieties



Domestic

- Last Page



- Rice Bowl



cook



- Sushi



-

-

-

- Oden



-

Course

- Appetizer
- All assort of left items



Most popular food 'SUSHI'



'SUSHI' Varieties of nutrients



**Sushi varieties is still
growing currently**

**SUSHI has evolved with
time, eras or culture.**

More Variety / Vegetarian `SUSHI`



Why 'SUSHI'

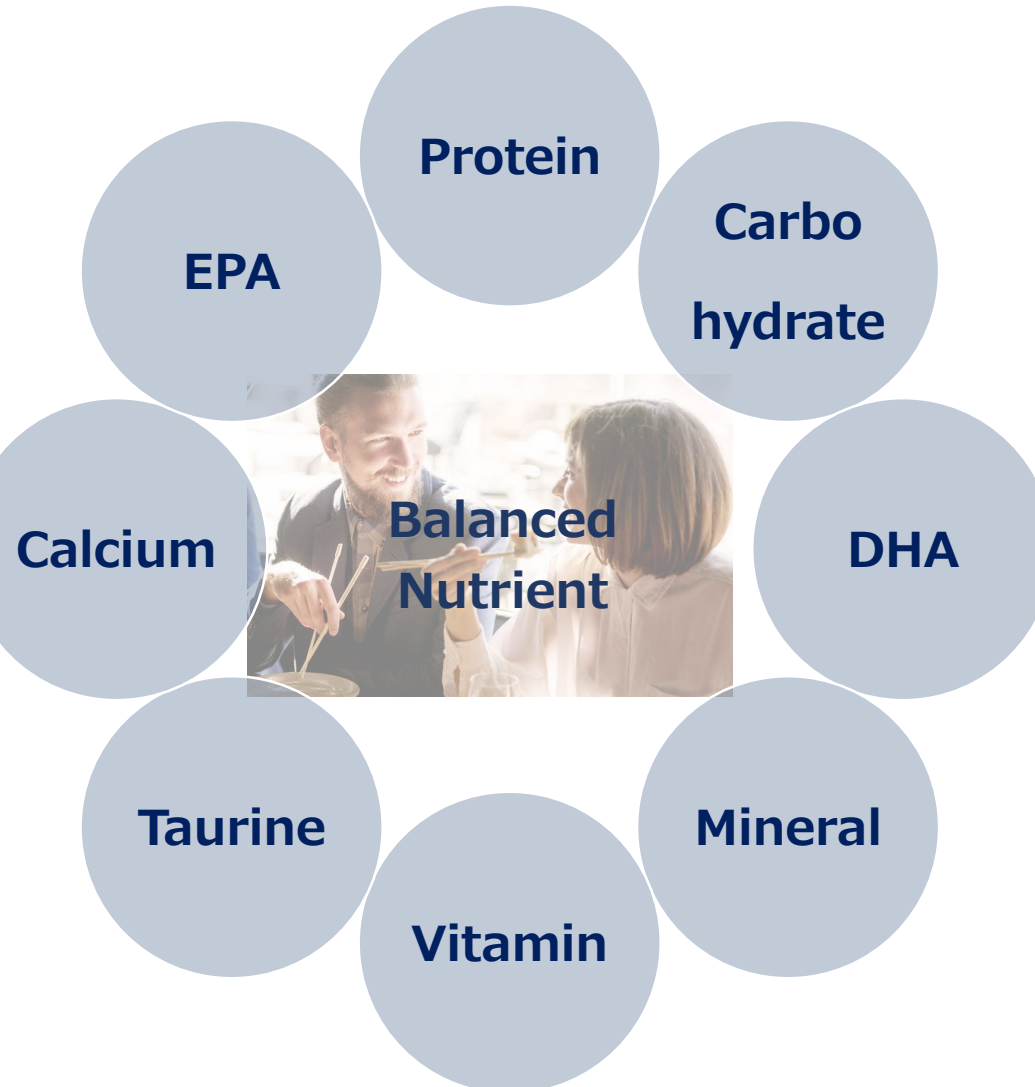


Balanced nutrients

Abundant nutrients

Essential fatty acid

Variety of menu



Hypertension

Arteriosclerosis

Cancer Prevention

Diet

Ingredient & Nutrient Healthy Mechanism

😊 SUS

😊 Wasabi

- Carbohydrate
- Fat
- Protein

yanate



Developing brain nerve for child



Dieting & adult disease for adult



From infant to old people

1. To

ean

2. Decrease cholesterol

5. Bactericidal effect

8. Brain nerve development

3. Prevent Diabetes

6. Promotes metabolism

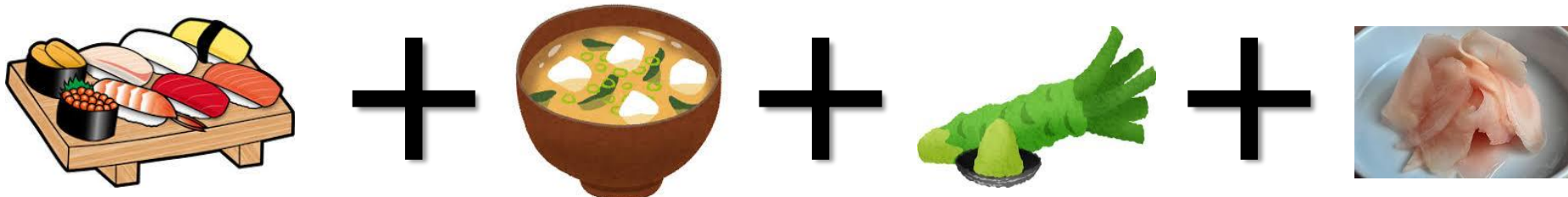
9. Prevent Cancer

'SUSHI' Healthy Dieting

Method

1. Breakfast take **Hot Water & Apple only.**
2. Eat **12 pieces SUSHI** and **MISO SOUP** everyday at lunch or dinner. Take **WASABI** and **PICKLED GINGER**
3. You eat moderately anything what you want at lunch or dinner.

※ Introduced by Japanese TV program
(Quoted from `TV Tokyo': Shujiino-Mitukaru-Shinryoujyo)



EPA

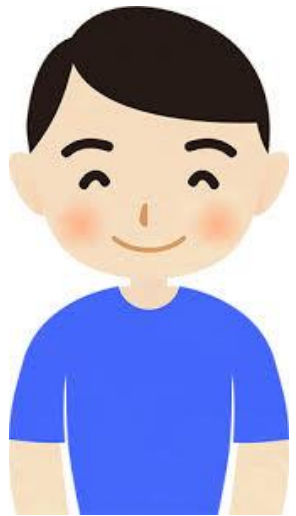
DHA



**Reduce
FAT**

'SUSHI' Dieting Calorie Intake in day

Adult Ideal Calorie
Kcal/Day



2,650Kcal



2,000Kcal



Sushi Dieting Calorie
Kcal/Day

Breakfast	Lunch	Dinner	Total daily intake
Apple 0.052 Kcal	Lunch 900 Kcal At anything you want	Sushi 12pcs ≐ 540 Kcal Miso soup Ginger Wasabi ≐ 56 Kcal	Balanced nutrient & Low calorie & Goof for blood effect
0.052 Kcal	900 Kcal	600 Kcal	1,550 Kcal

Effect of `SUSHI' Dieting

Effect of Sushi Dieting

According to this TV program introduction,

Succeeded in weight loss
-2.1 KG in 1 week

Before

130.9 KG



-2.1 KG



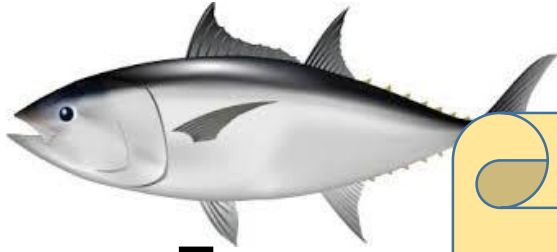
1 week

After

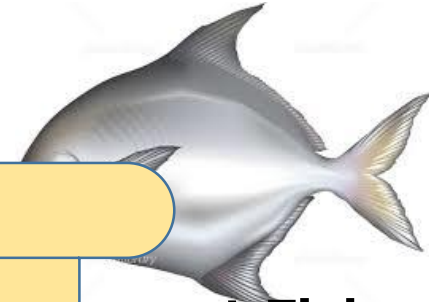
128.8 KG



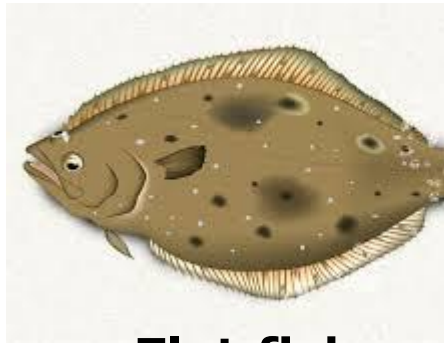
Famous 'SUSHI' Fish from India



Tuna



Harvest Fish



Flat fish

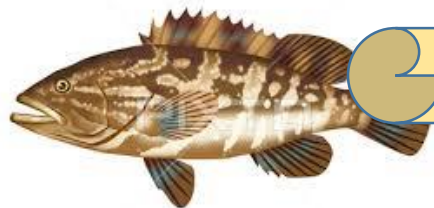
These fish are one of
species from
Indian Ocean

Try some 'SUSHI'

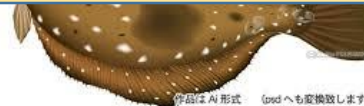


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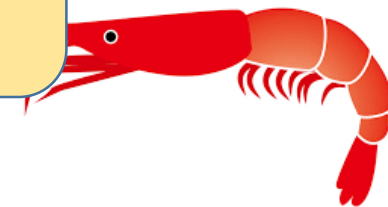
Hartooth pike conger



Grouper



Flounder



Shrimp & Prawn