



January 2009

## Assembling the World's Top Chefs Under One Roof! Exploring New Directions With the World's Cuisines!

### Japan's First International Cuisine Convention

## **"TOKYO TASTE – The World Summit of Gastronomy 2009"** Information for Coverage

Held from Monday, February 9 to Wednesday, February 11 at the Tokyo International Forum

Top chefs from within and outside Japan will gather under the one roof for "TOKYO TASTE – The World Summit of Gastronomy 2009," Japan's first cuisine convention held for three days from Monday, February 9 to Wednesday, February 11 at the Tokyo International Forum.

"TOKYO TASTE – The World Summit of Gastronomy 2009" will feature a wide variety of events, including demonstrations from the world's top chefs, original menus brought out just for this convention, sponsors' workshops and exhibitions, with participants not only being cooks, cuisine researchers and those involved in the food service industry, but also students aspiring to become chefs and the general public, and the world's cutting edge cuisine technologies and dishes will be unveiled.

While "TOKYO TASTE – The World Summit of Gastronomy 2009" will also be a place to cultivate a global viewpoint of food culture for the next generation, it will also become a stage on which to value Japanese food culture.

#### Basic Policies of "TOKYO TASTE – The World Summit of Gastronomy 2009"

- International exchange between chefs and cuisine cultures and techniques from across the globe
- To transmit and expand Japanese food culture and Japanese food brands throughout the world
- To enhance interest in *shokuiku* (food and nutrition education and promotion)

"TOKYO TASTE – The World Summit of Gastronomy 2009" will see world famous chefs (France: Mr. Joël Robuchon and Mr. Pierre Gagnaire; Spain: Mr. Ferran Adrià; Italy: Mr. Massimiliano Alajmo; Britain: Heston Blumenthal; United States: Grant Achatz; Australia: Tetsuya Wakuda, and more) gather in Tokyo to reveal their latest cooking techniques and research, while also unveiling such things as Japan's unique preparation methods, so by all means consider covering this event.

#### Summary of "TOKYO TASTE – The World Summit of Gastronomy 2009"

**Convention Dates:** Monday, February 9, 2009 10 a.m. to 10 p.m. (Site opens 9 a.m.)  
\* Opening Ceremony: 10 a.m.  
\* Reception: 8 p.m.  
Tuesday, February 10, 2009 10 a.m. to 8 p.m. (Site opens 9 a.m.)  
Monday, February 9, 2009 10 a.m. to 1:30 p.m. (Site opens 9 a.m.)  
\* Closing Ceremony: 1 p.m.

**Name:** Japanese Name: 世界料理サミット 2009 TOKYO TASTE (Sekai Ryori Samitto 2009 TOKYO TASTE)  
English Name: TOKYO TASTE – The World Summit of Gastronomy 2009

**Convention Details:** \* Demonstrations by top chefs  
\* Exhibitions from foodstuffs companies from within and outside of Japan  
\* An award ceremony to reward the industry's achievers  
\* Critiques by top chefs from around the world  
\* Sponsor's workshops

**Hosts:** The World Summit of Gastronomy Executive Office

**Supporters:** Include the Cabinet Office, Intellectual Property Strategy Headquarters, Ministry of Agriculture, Forestry and Fisheries, Ministry of Health, Labor and Welfare, Ministry of Education, Culture, Sports, Science and Technology, Ministry of Foreign Affairs, Ministry of Economy, Trade and Industry, Ministry of Land, Infrastructure and Transport, Japan Tourism Agency, Tokyo Metropolitan Government, National Federation of Fisheries Co-operative Associations (JF), Organization to Promote Japanese Restaurants Overseas (JRO), SOPEXA JAPON, French Food Culture Center (FFCC), Japan External Trade Organization (JETRO), Tokyo Convention & Visitors Bureau (TCVB), Tourism Industry Association of Japan (TIJ), Japan Cook Society, All Japan Culinary School Association/All Japan Cooking Technical License Association, NPO Japan Shoku-iku Instructor Association, Japan Association of Training Colleges for Cooks, The Japan Association of Dietician Training Institution, Japan Food Coordinator Association, Japan Sommelier Association, All Japan Chefs Association, Japan Hotel Association, Embassy of Spain, Embassy of the United States, Embassy of Italy, French Embassy, British Embassy, Australian Embassy and the Chinese Embassy.

**Chefs to Appear During the Conference:** The chefs below are scheduled to give demonstrations during the conference.

Country	Name	Affiliation
France	Joël Robuchon	Joël Robuchon
	Pierre Gagnaire	PIERRE GAGNAIRE
	Bruno Menard	L'Osier
	Jacques Puisais	le gout et les 5 sens
	Four upcoming chefs	Generation C
Spain	Hervé This	INRA
	Ferran Adrià	EI Bulli
	Juan Mari Arzak	ARZAK
	Andoni Luis Aduriz	Mugaritz
Britain	Heston Blumenthal	The Fat Duck
Italy	Massimiliano Alajmo	Le Calandre
United States of America	Grant Achatz	Alinea
	Nobuyuki Matsuhisa	Nobu
Australia	Tetsuya Wakuda	Tetsuya's
China	Dong Zhenxiang	Da Dong Roast Duck
Japan	Kunio Tokuoka	kyoto kitcho
	Seiji Yamamoto	RyuGin
	Yoshihiro Narisawa	Les Créations de NARISAWA

**Secretariat:** The World Summit of Gastronomy Executive Office  
 c/o Hattori Nutrition College  
 5-25-4 Sendagaya, Shibuya-ku, Tokyo, Japan 151-0051  
 Tel: +81-3-5649-3821 (Call center)  
 E-mail: [info@tokyotaste.org](mailto:info@tokyotaste.org)  
 Website: <http://www.tokyotaste.net>

**Site:** Tokyo International Forum



**3-5-1 Marunouchi, Chiyoda-ku, Tokyo, Japan 100-0005**  
**Tel: 03-5221-9000**

**JR Lines**  
 1-minute walk from Yurakucho Station  
 5-minute walk from Tokyo Station (connected through a B1 underground concourse linking to Tokyo Station on the Keiyo Line)

**Subways**  
 Yurakucho Line: Linked to Yurakucho Station through a B1 underground concourse  
 Hibiya Line: A 5-minute walk from either Hibiya or Ginza stations  
 Chiyoda Line: A 5-minute walk from Nijubashi-mae Station or 7-minute walk from Hibiya Station  
 Marunouchi Line: A 5-minute walk from Ginza Station  
 Ginza Line: A 7-minute walk from Ginza Station or 7-minute walk from Kyobashi Station  
 Mita Line: A 5-minute walk from Hibiya Station

For inquiries related to coverage:  
 Youth Planning Center, INC. Officials Responsible: Sonobe, Ono, Fujii  
 Tel: +81-3-3406-3411 Fax: +81-3-3499-0958

