



Happy!
福岡 FUKUOKA 味。AJI

何度でも行きたくなる
美味しさがある



FUKUOKA AJI COLLECTION

福岡・博多の観光案内サイト
よかたび



Food in Fukuoka

The gourmet city Fukuoka
that you will want to visit
again and again

Executive director of Economy,
Tourism & Culture Bureau of
Fukuoka City Government

Koichi Gono

I “The gourmet city “Fukuoka

Fukuoka evaluated as the most pleasant city !

According to a survey of 100 business people about
“most desirable city to live in” in Japan

Cities I want to live in		Pleasant cities I have lived in	
1	Sapporo	1	Fukuoka
2	Fukuoka	2	Sendai
3	Sendai	3	Hiroshima
4	Shizuoka	4	Sapporo
5	Hiroshima	5	Shizuoka

The reasons are . . .

I “The gourmet city “Fukuoka

Questionnaire for a business person
who lives in Fukuoka due to job transfers asked:

What residents of Fukuoka are proud of

- ◆ The food is delicious . . . 68%
- ◆ The ocean and mountains
are close by . . . 50%
- ◆ The people and the city
are friendly . . . 45%

II Abundance of Local Delicacies

- ▶ A variety of delicious fresh seafood



II Abundance of Local Delicacies



► Udon Noodle

- Japan's Traditional Noodle
- Jotenji-temple is said to be a birthplace of Udon
- Enjoy Fukuoka's original topping "goboten"
(Burdock tempura)



II Abundance of Local Delicacies

▶Ramen noodles



- Perfect match of ultra thin noodle and rich tonkotsu (pork bone) soup
- A lot of people come to Fukuoka to eat Ramen
- Some ramen restaurants have their outlets in China and South East Asian countries

II Abundance of Local Delicacies

◆ Motsunabe



- ▶ Beef offal is called “*motsu*” in Japanese
- ▶ Soup is a broth of bonito and other ingredients, seasoned with soy sauce or miso
- ▶ “*Motsunabe*” is cooked with plenty of vegetables

II Abundance of Local Delicacies

◆ Mizutaki (Hot-pot with broth made from boned chicken)

- ▶ Traditional dish with 100-year history
- ▶ Boned Chicken are simmered and its broth is used in the hotpot



Fukuoka foods are:

- ▶ Collagen Rich
- ▶ Fish, chicken and other healthy foodstuffs are widely used



Okyuto, traditional food made from seaweed, is regular breakfast menu in Fukuoka!

➔ Positive impact on “health” & “beauty” attracts high attention

II Abundance of Local Delicacies

◆ Sushi



- ▶ Sushi is more delicious with fresh ingredients!
- ▶ You can also enjoy Kaiten-Zushi restaurants with your family!



II Abundance of Local Delicacies

◆ *Game-ni*

- Fukuoka's traditional local specialty
- Chicken and various vegetables such as taro, carrot and lotus root, simmered together in a soy sauce-flavored soup



◆ *Yakitori* (Grilled chicken)

- Yakitori is grilled chicken speared on sticks. Aside from chicken, a different type of meat and vegetables can be used for yakitori
- Some restaurants offer dozens of yakitori menus

II Abundance of Local Delicacies

◆ *Karashi Mentaiko*

- ▶ Spicy pickled pollack ovum
- ▶ *Mentaiko* is perfect ingredients for both Japanese- and Western-style dishes
- ▶ Snacks made with *mentaiko* are also very popular



II Abundance of Local Delicacies

◆ Japanese and western style confectionary



鶴乃子

II Abundance of Local Delicacies

◆ Hakata Amao Strawberry

- ▶ “AMAQ” is a brand name of strawberries from Fukuoka after spending six years for its development
- ▶ Key words are: “Vivid red • Round in Shape • Big • Delicious”
- ▶ Large strawberries with vivid red in color and deeply sweet in taste

Size of Amao strawberry is・・・
60～65mm long and 50～60mm wide



II Abundance of Local Delicacies



◆ Hakata Toyomitsuime (Fig)

- ▶ Original brand of Fukuoka
- ▶ Melting texture of flesh and high degree of sweetness are attractive



◆ Fuyu Gaki (Japanese persimmon)

- ▶ The flesh is crisp and juicy with a well-flavored and amazingly sweet taste!



II Abundance of Local Delicacies

Vegetables & fruits produced in Fukuoka are highly evaluated in various cities in Asian countries.

- ▶ Fresh fruits are directly shipped by air or sea
- ▶ Annual sales of one billion yen!



II Abundance of Local Delicacies

◆ Japanese Sake



- ▶ Fukuoka is a famous sake producing region where many brewing makers can be found
- ▶ Combination of pure water and delicious rice are the secret of delicious Japanese sake

◆ Yamecha

- ▶ Fukuoka is the birthplace of Japanese tea
- ▶ Yame city is one of the most famous tea-producing sites in Japan and known for rich and highly aromatic tea



III Fukuoka gourmet comes from . . .

◆ Fresh Seafoods

- ▶ Trading volume of Hakata Fishing port is the Japan's No.1
 - · · Annual trading volume is approximately **47.4 billion yen!!**
- ▶ About 300 kinds of fishes are landed



III Fukuoka gourmet comes from . . .

◆ Nagahama Fish market - One of the largest wholesale fish market in Japan !



III Fukuoka gourmet comes from . . .

Fresh fishes are shipped by air directly from the sea!

For

- ▶ **Hong Kong !**
- ▶ **Singapore !**
- ▶ **Malaysia !**
- ▶ **Indonesia !**
- ▶ **Hawaii !**



Within a few hours they are served at exclusive hotels!

III Fukuoka gourmet comes from . . .

◆ Yanagibashi Market – Kitchen of Hakata people

- ▶ A wide selection of perishable foods including fishes, vegetables are available
- ▶ Professional chefs also visit there



III Fukuoka gourmet comes from . . .

◆ Locally held morning and evening markets

- ▶ Direct selling of fresh fishes and vegetables by local fishermen and farmers



”Meinohama Morning Fair”
Opens from 5:30 am in the morning

IV A wide variety of dining services

◆ 20,000 restaurants provide services in Fukuoka city

- ▶ Japanese, French, Italian, Ethnic, Korean and Chinese...
Fukuoka has the most various kinds of dishes
- ▶ Fierce competition makes it possible for customers to enjoy high-quality foods and services with affordable prices



IV A wide variety of dining services

◆ Fukuoka's famous open air food stalls (Yatai)

- ▶ Fukuoka's 152 licensed yatai by far out number those of any other city in
- ▶ They open near dusk, at around 6 pm, you can enjoy conversation with person sitting next to you



- ▶ Yatai is the one of the foremost tourist attractions in Fukuoka



V City marketing through Fukuoka gourmet

◆ Promotion of Tourism

▶ Slogan is

Happy! Fukuoka Aji(taste)

Once taste Fukuoka gourmet,
you'll want to visit over and over again!~

- ▶ Promote Motsunabe and Ramen that have its own unique features in each restaurant
 - ▶ Promote Fukuoka gourmet that makes you stay in Fukuoka one night longer
- ▶ PR activities in Tokyo and Osaka are now underway



V City marketing through Fukuoka gourmet

◆ Campaigning during Traditional Festivals

- ▶ Hakata dontaku meshi
 - Restaurants in the city offer menus and special presents related to the festival
- ▶ Yamakasa × Tour of Hakata cuisine
 - A guidebook which describes the festival and informs restaurants loved by local people are distributed.



20,000 guidebooks run out quickly, contributing greatly to sales of restaurants



◆ Status-quo of Food industry

- ▶ Food products account for about one-third of manufacturing industry in Fukuoka
- ▶ Facing domestic demand shortage
- ▶ Some companies seek opportunities in overseas markets, however, problems remain

Challenges of makers for entering into overseas markets

OLack of information

i.e. information on buyers, Prohibited substances for export, Consumer needs

OLack of Human Resources

i.e. Various inspections • Certificate procedure, Negotiations in foreign languages

OLack of sales capabilities

i.e. Sales promotion to buyers, offering multiple products,
Sales to geographically remote countries



In 2012, we full-fledgedly launched projects that promote Fukuoka's food products to overseas markets.

◆ Fukuoka Directive Council (FDC) Food section

- ▶ Collaborative body among companies, the Chamber of Commerce and Industry, universities, and public sector
- ▶ Conducting comprehensive study on promotion of food industry in Fukuoka and Kyushu region.

Ongoing projects

- ◆ Examination of making local brand by using local resources and regional brand strategy of food marketing
 - Which color should be used? What keyword should we use?
- ◆ Attempt to hold “Food EXPO in Fukuoka”
 - Considering holding large scale events (B to C) & medium-sized exhibition(B to B)
 - Holding a trial event (B to B) at the “31st Hakata Umakamon-ichi “ (Fukuoka gourmet market) in January 2013

◆ Fukuoka Food Business Association

- ▶ 21 companies that are willing to expand their business into new markets
- ▶ Focus on four initiatives to deal with common challenges of member companies

【①】 Holding information sharing meeting (twice a month)

- Exchange information regarding buyers, regional products fairs and efforts made by each company

【②】 Consultation service on trading by a full-time staff

- Hiring a trading business expert
- Providing consultation service on trading procedure, import restrictions, and best practices.

VI Sales promotion of Fukuoka's food products

◆ Fukuoka Food Business Association

【③】 Joint sales activities and marketing in overseas markets

- Holding sales tour to directly visit buyers
<Schedule> West Coast America (January 2013)
Europe (tbc)

【④】 Creating new recipes made with products of member companies

- Work together with a cooking specialists to create new recipes
- Looking for new recipes using products of various companies
- Utilizing new recipes during sales promotion



Thank you for your kind attention!

~Please enjoy your meal!~

~ Today's Menu ~

- ◆ Hakata udon noodle with goboten topping
- ◆ Rolled sushi
- ◆ Grilled Chicken
- ◆ Karashi Mentaiko

● Coordinator: Cooking Specialist **Ms.Junko Ikuta**

- President of IKUTA Kitchen Co.,Ltd.
- Holding cooking class for kids from three-years old
- A part-time lecturer of Fukuoka Visionary Arts College
- A lecturer of Dietary Education, a part of class titled “Lesson for the precious life” provided by Mr.Michikazu Hiramatsu, an assistant professor at Kyusyu University
- Regular member on Television Nishinippon Corporation “Momochihama Store” cooking corner
- Coordinator for “Terra del Tuono” (Italian company)

