

USDA Foreign Agricultural Service

# GAIN Report

Global Agricultural Information Network

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### **The WASABI - Hot News from Japan Vol. 9 Issue 13**

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**Report Highlights:**

ATO Osaka Promotes American Foods at “American Day 2013”; Collaboration of Alaska Seafood and Long Established Japanese Restaurant Chain Draws Media Attention

**General Information:**

# The Wasabi

**HOT News from Japan - Vol 9, Issue 13**  
**October 3, 2013**



**ATO Osaka Promotes American Foods at “American Day 2013”:** On September 16, 2013, Agricultural Trade Office (ATO) Osaka participated in the “American Day 2013-Discover U.S.A.-,” one of the Tomodachi Initiative projects organized by the Consulate General, Osaka-Kobe. The one-day event was aimed at promoting U.S. education, tourism, businesses and culture through a series of performances and exhibitions. ATO Osaka’s Marketing Specialist Akiko Kashiwagi gave presentations at a U.S. food and agriculture booth as well as on the main stage, promoting various U.S. agricultural products including California raisins and American beef and pork.

## **Collaboration of Alaska Seafood and Long Established Japanese Restaurant Chain Draws Media**

**Attention:** On September 9, 2013, Alaska Seafood Marketing Institute (ASMI) held a press conference and a tasting event to announce the Kakiyasu Alaska Seafood Fair at a Kakiyasu restaurant in Tokyo. The fair was held at 120 outlets of the Kakiyasu restaurant and Home Meal Replacement (HMR) store chain from September 10 to October 1, using approximately 100 tons of Alaskan seafood. Kakiyasu is a major Japanese restaurant and HMR chain with over 140 years of history. Mr. Yasumasa Akatsuka, the president of Kakiyasu, Mr. Shinya Tasaki, an internationally known sommelier, and Ms. Jun Shibuki, a popular actress, gave remarks and hosted the event. The special menus for the Kakiyasu Alaska Seafood Fair were introduced using salmon, snow crab and black cod from Alaska. Approximately 40 print media attended the event.

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