



PRESS RELEASE

Food from the 27 EU MS find their Perfect Match with Japanese foods at EU Food Fair Live!

Free food tasting pop-up opens to the public from 6-9 June at Shibuya Cast with workshops featuring renowned 'Kurashiru' chefs

The European Union (EU) is stepping up efforts to create opportunities for audiences in Japan to discover, understand and experience the excellence of European food and drink products, and is excited to announce a new foodie experience coming to Tokyo this June. **EU Food Fair Live! - The Perfect Match of European and Japanese Food** will be held at Shibuya Cast from June 6 (Thursday) to June 9 (Sunday), 2024.

This interactive event will provide a real-world opportunity for Japanese consumers to experience for themselves the quality, safety, authenticity and sustainability of European products, tied to traditional techniques and food values shared by European countries and Japan.

An EU food truck will be on site serving up free tastings of special pairing menus to showcase diverse high-quality ingredients from across the EU's 27 Member States alongside popular Japanese ingredients. However, for those more inclined to enjoy a full meal, three sponsored food trucks will be on-site every day offering a variety of bento dishes, sweets and drinks for hungry workers and passers-by. Sponsored food trucks will change daily, so why not take this chance to try as many EU and Japanese Perfect Matches as possible?

Informative cooking workshops will be held on the main stage on Saturday and Sunday to dive into the pairing recipes in more depth, exploring the unique origin stories, production processes and pairing possibilities of selected EU ingredients. The interactive space will offer a relaxing and educational atmosphere where visitors are invited to enjoy the pleasant early summer season.

EU Food Fair Live! is free to join, with no need for prior registration - everyone is welcome!





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■
Event
outline
Date:
June 6



(Thursday) to June 9 (Sunday) 2024

Time: 11:00 - 19:00 each day

Location: Shibuya Cast, (1-23-21 Shibuya, Shibuya-ku, Tokyo)

*Free entry, no need to register in advance.

URL: <https://food-match-japan.campaign.europa.eu/ja> (TBD)

■ Event activities

- **Free tasting samples of food from 27 EU Member States**
A delightful EU food truck will be on site, offering free tastings of special pairing menus, to be changed daily. All ingredients from the 27 EU countries will be paired with Japanese ingredients to enjoy the Perfect Match of EU and Japanese Food. The sampling menus on offer are overseen by popular culinary expert Ms. Pari Kato.
- **Cooking workshops and tastings with popular chefs**
Cooking workshops will be held four times a day on Saturday 8 and Sunday 9 June. This year, in collaboration with **Kurashiru**, Japan's leading recipe video service, the workshop instructors will be Kurashiru Chefs and guests ('Kurashiru Mates'). Visitors will be able to taste and compare two different menus which will use original concepts to highlight different aspects of EU ingredients' appeal and demonstrate 'the Perfect Match!' of European and Japanese ingredients.
- **Exhibit corner and quiz on EU food and initiatives**
The venue will also feature an exhibit space where visitors are invited to gain a deeper understanding of the quality, authenticity, safety, and sustainability of European food and drinks from 27 Member States. Those keen to test their knowledge can also take part in a quiz for the chance to win exciting giveaways for those that can answer all questions correctly (limited prizes offered on a first-come, first served basis).





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➤ **Live performances from local and international DJs and artists**

Over the event weekend, the stage will feature live performances from **QP**, the first Japanese female DJ to perform at IBIZA Privilege in Spain, and **Frederic Viennot**, a gold-medallist in jazz piano at the Conservatoire National Supérieur de Musique de Lyon, and winner of the Burgundy Jazz Competition.

The EU and Japanese food pairing menus throughout this event have been supervised by culinary expert, Ms. Pari Kato, who is popular among people of all ages for her easy-to-make recipes. She has designed a special pairing menu with familiar Japanese ingredients and EU ingredients from 27 countries. At the Shibuya event, a total of 20 pairing menus will be available for tasting each day!



■ **Free tastings**

From the total of 20 menus, a different menu will be offered each day over the four days. Each menu features exquisite dishes combining Japanese ingredients with must-try EU ingredients, such as Bulgarian rose petal jam and mixed agar, German marzipan (PGI) and Shiratama flour, and 'Danish Dana Blue Cheese (PGI) and egg rolls. *Please see the attachment for details.

■ **Workshops**

The following workshops will be held during the event featuring Kurashiru Chefs and guests ('Kurashiru Mates') under the theme of 'European and Japanese Ingredients: The Perfect Match!' with participants able to taste and compare two different menus during each session.

- Availability: 15 people per workshop
- How to join: 10 people can apply on a first come first serve basis via [URL \(TBD\)](#)
- Five more spaces will be allocated on the day, with tickets being distributed from 11:00 (free)

Date	Time	Content
June 8 Saturday	① 12:00 – 12:30	Tomato beef tongue and potatoes (Austria, Malta, Italy) VS Luncheon meat teriyaki cheese hamburger steak (Denmark, Netherlands, Italy) Instructor: Kurashiru Chef Ms. Ayana Maki Guest: Papaism
	② 13:30-14:00	Tomato beef tongue and potatoes (Austria, Malta, Italy)





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		<p>VS</p> <p>Luncheon meat teriyaki cheese hamburger steak (Denmark, Netherlands, Italy)</p> <p>Instructor: Kurashiru Chef Ms. Ayana Maki</p> <p>Guest: Papaism</p>
	③ 15:00-15:30	<p>Cheese cake-like dorayaki with apricot jam (Denmark, Austria, Hungary)</p> <p>VS</p> <p>Soft and fresh Cassata style Daifuku (Italy, Croatia, Netherlands)</p> <p>Instructor: Kurashiru Chef Ms. Nozomi Kagaya</p> <p>Guest: Papaism</p>
	④ 17:00-17:30	<p>Cheese cake-like dorayaki with apricot jam (Denmark, Austria, Hungary)</p> <p>VS</p> <p>Soft and fresh Cassata style Daifuku (Italy, Croatia, Netherlands)</p> <p>Instructor: Kurashiru Chef Ms. Nozomi Kagaya</p> <p>Guest: Papaism</p>
June 9 Sunday	① 12:00 – 12:30	<p>Japanese-style toro-tama roast beef bowl (Poland, Cyprus, France, Greece)</p> <p>VS</p> <p>Lamb garlic butter steak bowl (Ireland, Romania, Slovenia)</p> <p>Instructor: Kurashiru Chef Ms. Nozomi Kagaya</p> <p>Guest: Gonosara</p>
	② 13:30-14:00	<p>Japanese-style toro-tama roast beef bowl (Poland, Cyprus, France, Greece)</p> <p>VS</p> <p>Lamb garlic butter steak bowl (Ireland, Romania, Slovenia)</p> <p>Instructor: Kurashiru Chef Ms. Nozomi Kagaya</p> <p>Guest: Gonosara</p>
	③ 15:00-15:30	<p>Western-style dry-cured ham yukke (Bulgaria, Greece, Portugal)</p> <p>VS</p> <p>Sauerkraut and cheese with shiraae (Germany, Greece, France)</p> <p>Instructor: Kurashiru Chef Ms. Ayana Maki</p> <p>Guest: Gonosara</p>
	④ 17:00-17:30	<p>Western-style dry-cured ham yukke (Bulgaria, Greece, Portugal)</p>





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		<p>VS Sauerkraut and cheese with shiraae (Germany, Greece, France) Instructor: Kurashiru Chef Ms. Ayana Maki Guest: Gonosara</p>
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Kurashiru Chef Ayana Maki



Joined Kurashiru in 2017, soon after the service was launched. She is a certified nutritionist. With her expertise in food, she is in charge of devising and photographing recipes for tie-ups, publishing trend materials, and creator communication at Kurashiru. She specializes in creating recipes based on the insights of female users. She is especially good at creating recipes for snacks that can be easily made at home, and her hobby is drinking good sake.

Kurashiru Chef Nozomi Kagaya



Joined Kurashiru in 2019 after graduating from university. She is a certified Registered Dietitian. Currently, as a food planner at Kurashiru, she is mainly responsible for devising recipes and producing videos for corporate tie-ups, Kurashiru's quality control office, and publishing trend materials. She has extensive experience in Instagram live-streaming and TV appearances, and is active in a wide range of areas utilizing her experience as a Kurashiru chef. He specializes in original recipes using seasonal ingredients.

Guest: Papa-ism @Home Cooking Style Recipes



SNS cook, chef, and former Italian chef. He is a professional chef who used to show his skills at an authentic pizzeria restaurant and is now a former Italian chef who provides simple recipes for entertaining through SNS. He is active in a wide range of fields to help solve problems in the home environment. He is a father of three children and a full-time househusband for his beloved family. Click here to watch the video of Papa-ism@Home Cooking Style Recipes <https://www.kurashiru.com/profiles/papaizm>

Guest: PRO NONBE





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SNS chef and food coordinator with about 140,000 followers on Instagram. As the one and only "professional drinker" chef, she is currently sharing simple and authentic snack recipes that are paired with alcoholic beverages on social networking sites. She also holds off-line meetings and other events on a regular basis. She has gained support from people of all ages. Click here to watch PRO NONBE's video <https://www.kurashiru.com/profiles/gonosara>

The Perfect Match!

The European Union (EU) is promoting the excellence of European agricultural food products to audiences through its 'When EU Food Meets the Japanese Food It Is the Perfect Match' campaign, which seeks to engage businesses and consumers across Japan. Visit <https://food-match-japan.campaign.europa.eu/ja> to learn more about the campaign and to stay up to date with the latest news and events.

The Perfect Match! official Japanese website: <https://food-match-japan.campaign.europa.eu/ja>

Official Site ▶ <https://food-match-japan.campaign.europa.eu/ja>
www.foodmatcheu.jp

 ▶ [@FoodMatchEU](https://www.instagram.com/foodmatcheu)

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[For more information]

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