



PRESS RELEASE

‘Enjoy EU Village ~ Cozy Autumn ~’ coming to Shibuya this November!

Pop-up event to wow Tokyo food lovers with free tastings of ‘European Food & Japanese Food: The Perfect Match!’ from 4-8 November, 2023

- Pairing recipe samples to feature quality ingredients from 27 EU Member States
- Workshops with culinary experts to explore EU food origin stories and pairing possibilities



The European Union (EU) and the “Perfect Match” campaign is excited to announce a new foodie experience coming to Tokyo this autumn with a special **Enjoy EU Village ~Cozy Autumn~** to be held at Inaribashi Square in front of Shibuya Stream from Saturday, 4 November to Wednesday, 8 November, 2023.

With European food and drink becoming more accessible in Japan since the conclusion of EU-Japan Economic Partnership Agreement (EPA) in 2019, the 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 both Europe and Japan.

As part of the European Union’s ‘**European & Japanese Food: The Perfect Match!**’ campaign, the space will be transformed each day with an EU food truck serving up enticing recipe samples featuring quality food ingredients from 27 EU Member States, creatively paired with Japanese ingredients.

Informative workshops will be held on the main stage on Saturday and Sunday to introduce 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 to enjoy the pleasant autumn season.

The Enjoy EU Autumn Village is free to enter, with no need for prior registration - everyone is welcome!





PRESS RELEASE

■ Event outline

Time: 4 November (Saturday) to 8 November (Wednesday) 11:00 - 19:00

Location: Inaribashi Square in front of Shibuya Stream (Tokyo, Shibuya ku, 3-20-18)

*Free entry, no need to register in advance.

URL: <https://food-match-japan.campaign.europa.eu/en/event/114118-segusutorimuqiannodaohqiaoguangchangteoishiitiyanwo>



■ Enjoy EU Village ~Cozy Autumn~- EU and Japanese Food: The Perfect Match!

- Free tasting samples of food from 27 EU Member States
An inviting EU food truck will be serving up different pairing recipe menus each day overseen by popular chef Ryuta Kijima and featuring ingredients from 27 EU Member States paired with Japanese ingredients for 'The Perfect Match!'.
- Workshops hosted by three popular chefs (with tastings)
Cooking workshops will be held three times a day on the weekend during the event. Under the theme of 'The Perfect Match!' of EU and Japanese ingredients, three popular culinary researchers will uncover fascinating aspects of EU foods and their pairing possibilities.
- An exhibit corner and a quiz show on EU food and initiatives
At the venue, an exhibit will help visitors gain a deeper understanding of the quality, authenticity, safety, and sustainability of EU food.
A quiz show will also be conducted to help them become familiar with food from the 27 countries. If you answer all the questions correctly in the quiz, we also have a wonderful giveaway on a first-come, first-served basis.
- Live performances by jazz guitarist and portrait artist
During the weekend, the space will come to life with live performances by Japanese guitarist Tomas Muramatsu and portrait artist Sanae Ikeda.

Supervising the EU and Japanese pairing menu will be culinary researcher **Ryuta Kijima**, who has won fans of all ages for his down-to-earth and easy-to-make recipes. He has created a special pairing menu of familiar Japanese food and EU food from 27 Member States, with a total of 20 pairing samples waiting to be enjoyed over the course of the event!





PRESS RELEASE

■ Free tastings

20 different EU-Japan Perfect Match! pairing recipe samples will be offered over the five days. Enjoy exquisite dishes that uniquely combine EU and Japanese ingredients, such as Maltese tomato and udon; French Comté cheese and buckwheat flour; and Hungarian paprika powder and deep-fried tofu.

■ Menus

EU Member State	Menu
Austria	'Salty soybean pudding' - Pumpkin seed oil (PGI) & soy milk
Belgium	'Butter-cooked rice with sea bream' - Butter (organic) & cooked rice
Bulgaria	'Rosy pickled lotus root' - Rose petal jam & pickled lotus root
Croatia	'Fig sauce yakiniku' - Fig jam & yakiniku
Cyprus	'Hellim sweet potato' - Hellim cheese, beet sugar & baked sweet potato
Lithuania	
Czechia	'Rice flour dumpling and bean paste muesli' - Muesli & rice flour dumpling and bean paste
Denmark	'Dried persimmon and blue cheese with crackers' - Blue cheese & dried persimmon
Estonia	'Vegetable-wrapped pork shabushabu with blueberry miso' - Honey with blueberries, spinach & pork shabushabu
Belgium	
Finland	'Fried taro and sausages with cheese' - Sausages, Comté cheese & taro
France	
Germany	'Sauerkraut hot pot' - Sauerkraut & chinese cabbage hot pot
Greece	'Grana Padano and oil with simmered radish' - Grana padano, olive oil & simmered radish
Italy	
Ireland	'Baked bean curd with duck, eggplant, and cheddar' - Cheddar cheese, duck & baked bean curd
Hungary	
Latvia	'Sweet and sour pork with cranberries and black vinegar' - Cranberries & sweet and sour pork with black vinegar
Luxembourg	'Teriyaki meatloaf and beet sandwich' - Beet, mini sunflower roll & teriyaki meatloaf
Sweden	
Malta	'Mixed rice with mushrooms and tomatoes' - Tomato paste & mixed rice
Netherlands	'Mochi with red cheese and sweet potato' - Gouda cheese (PGI), paprika powders & sweet potato mochi
Spain	
Poland	'Porcini and mushroom hotpot' - Porcini & mushroom hotpot
Portugal	'Combination of turnip and olive' - Olive oil fruit & turnip
Romania	'Hot honey tea wine' - White wine, honey & domestic black tea
Slovakia	
Slovenia	'Eggplant compote with red wine' - Red wine & eggplant





PRESS RELEASE

■ Workshops

The following workshops will be held on using EU and Japanese ingredients, with popular food specialists demonstrating creative Perfect Match! pairing recipes and taking a deeper dive into what makes them special.

- Availability: 15 people per workshop
- How to join: 10 people can apply on a first come first serve basis via <https://euperfectmatch.peatix.com>
- Five more spaces will be allocated on the day, with tickets being distributed from 11:00 (free)

Saturday, 4 November	① 12:00 - 12:30	Tofu fritters and feta cheese Instructor: Chef Maki Watanabe
	② 14:00 - 14:30	Nutritious salad with autumn/winter vegetables with honey dressing Instructor: Chef Yoshie Uematsu
	③ 15:00 – 15:30	Magret de Canard stewed in porto Instructor: Chef Maki Watanabe
Sunday, 5 November	① 12:00 – 12:30	Chicken breast and bacon simmered with lemon Instructor: Chef Ryuta Kijima
	② 14:00 – 14:30	Dukkah salad with tofu and sunflower seeds Instructor: Chef Yoshie Uematsu
	③ 15:00 – 15:30	Chicken teriyaki with jam sauce Instructor: Chef Ryuta Kijima

■ Workshop instructors



Chef Ryuta Kijima

After working at an apparel manufacturer, Ryuta pursued cooking having learned a variety of home cooking techniques from his grandmother, Akiko Murakami, a culinary researcher, and her mother, Naomi Kijima. His practical menus are designed to be realistic for others of his generation to make themselves. A regular in Japanese media, he is known for NHK's 'Kijima Ryuta no kobara suitemasenka?' ('Are you not hungry?')





PRESS RELEASE



Chef Maki Watanabe

Maki graduated from Shirayuri Women's University with a degree in French literature. While at university, she worked as an assistant to French chef Mariko Ueno. After moving to France, she worked at Le Cordon Bleu Daikanyama for five years. After studying culinary arts in France and Italy, she worked as a food coordinator for TV cooking programs, and is currently working as a chef, proposing menus for magazines and companies. She is particularly skilled at cooking and confectionery using spices and herbs. Her recent books include 'Apéro and Tsumami' and '3-Dish Course' (both published in 2021), and a book on sweets is scheduled to be released in October of this year.



Chef Yoshie Uematsu

Yoshie is known for creating seasonal dishes that use plenty of vegetables. In her cooking classes, she introduces simple dishes that people want to make again and again, regardless of the genre. An avid traveller, Yoshie is familiar with local foods and tools, and has organized many food-related events in recent years. In 2017, she helped launch a Vietnamese restaurant in Yoyogi, 'Yoyonam.' She has a close relationship with Vietnam, opening a cafe with Vietnamese sweets chè at HAY hutte in Shoto.

The Perfect Match!

With Japanese consumers becoming increasingly familiar with European products since the signing of the EU-Japan EPA in 2019, the European Union (EU) is promoting the excellence of European agricultural food products to audiences through its 'European & Japanese Food: The Perfect Match!' campaign, which seeks to engage businesses and consumers across Japan. Visit www.foodmatcheu.jp to learn more about the campaign and to stay up to date with latest news and events.

The Perfect Match! official Japanese website: www.foodmatcheu.jp

[EU Autumn Village](#)

Official Site ▶ www.foodmatcheu.jp

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[For more information]

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