



Hosted by the Ministry of Agriculture,
Forestry and Fisheries of Japan



Washoku World Challenge 2016

MAFF

You Could be the Next No.1!

The Washoku World Challenge 2016 Call for Applications

■ Final Competition Date

**Thursday,
December
15th, 2016**

■ Application Deadlines

First Deadline
Wednesday, July 20th, 2016
Second Deadline
Wednesday, August 10th, 2016
Final Deadline
Wednesday, August 31st, 2016

■ Venue

**Hattori Nutrition
College (Tokyo)**
5-25-4, Sendagaya, Shibuya-ku
Tokyo, Japan 151-0051

The Final
to be held
in Japan!

Extensive Media
Coverage by
International
Media

Many
Opportunities
to Learn About
"The Finest
in Japan"

Awards for the
Best 20 entrants
from
Initial Screening

About the Washoku World Challenge

The Washoku World Challenge (WWC) is a contest for Japanese cooking hosted by the Ministry of Agriculture, Forestry and Fisheries of Japan.

This year, contestants will compete on "Ichiju-issai", the basic style in Japanese cooking, of a bowl of rice, a bowl of soup, and one dish.

The final competition will be held in Tokyo. The ten finalists who pass the recipe screening will receive return flight tickets to Japan in advance. They will also receive hotel stays for three nights in Tokyo. In the final competition, the top three contestants will be rewarded for their efforts with trophies from the Ministry of Agriculture, Forestry and Fisheries. In addition, all finalists will have the opportunity to participate in various training courses to learn about "the Finest in Japan" before and after the competition. Don't miss this wonderful opportunity. We are looking forward to your participation!



Gain Skills at Professional Japanese Cooking Courses



With Many Opportunities for Media Appearances,
Gain Great Publicity for Your Restaurant!



Meet Distinguished Members from Various Fields

A Once-a-Year Opportunity That Opens up New Paths for You!



Yukio Hattori

President of Hattori Nutrition College. Currently holding senior roles such as Chairman of the Japan Association of Training Colleges for Cooks; "Special Goodwill Ambassador to Spread Japanese Food Culture" Ministry of Agriculture,

The WWC is a once-a-year chance to come to Japan, see, cook and taste Japanese cooking, and open up new paths of opportunity. I encourage you to submit your delicious a la carte recipe, win the screening, and come to Japan. I will also be judging your cooking in the final competition. In the courses, I will be teaching the essence of Japanese cooking. I am looking forward to meeting you in December.



Entrants Presented Awards by Kihachi Kumagai,
Chairpersons of the WWC Judging Committee



Washoku World Challenge 2016

Voice of past winners

Remarkable Performance at a Japanese Cooking Event in Mexico Wins an Award from the Japanese Ambassador to Mexico

What surprised me at the WWC is how, including myself, people from so many different countries around the world are cooking Japanese food. After winning the competition, I had more media coverage locally, making me famous. I was named the event cook for a Japanese cooking event held in Mexico; in recognition of my contribution at this event, I received an award from the Japanese Ambassador to Mexico. Representing Mexico, I want to continue working to promote the traditions of Japanese cooking.



Winner, the Third WWC Gonzalo Santiago Bautista

 Mexico / Head Chef at Restaurant Suntry Lomas

Being on Japanese Television and Expanding My Network in Japanese Cooking and Learning Everyday

Seeing people from many different countries working hard in Japanese cooking at the WWC made me want to learn even more to further promote the greatness of Japanese food culture in Bangkok. After winning the competition, I have been on Japanese television, and have had more media coverage in Thailand, which has expanded my network in the world of Japanese cooking. This network brings with it great experience with a lot of interesting conversations.



Winner, Second WWC Jaran Deephuak

 Thailand / Head Chef at Nanohana

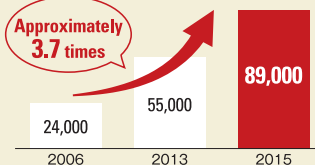


Ministry of Agriculture,
Forestry and Fisheries
Director of Food Service
Industry Office

Ichiro Takahashi

Japanese Food Culture is Now Attracting Attention Globally

I am delighted that the fourth WWC is to be held this year. Japanese food culture is the focus of attention around the world, as well as with the increase in the number of Japanese restaurants globally. We hope that through WWC understanding of Japanese cooking will be deepened and that its appeal will be communicated around the world. We also hope that all contestants will fully demonstrate their skills in Washoku. We are awaiting your challenge.



The Number of Japanese Restaurants Outside of Japan

You Could be the Next No.1!

How to Apply

■ Dish Entry Guidelines

- Dishes must not have received an award in other cooking contests, and must either be an original created by the applicant or by the restaurant managed by the applicant (or where the applicant is employed).
- Dishes must be one a la carte dish. An applicant can submit up to three dishes.
- Recipes entered must be able to be correctly replicated by a third party, including ingredients, ingredient volumes, the process of making the dish, and the presentation.
- Sweets, desserts, and drinks cannot be entered in the competition.

■ Applicant Eligibility

Cooks or cooking school students of non-Japanese nationality (regardless of current address, be it in Japan or overseas)

■ How to Apply

In principle, send an application form via the website (<http://washoku-worldchallenge.jp/>). The form should be completed in either Japanese, English, or Chinese.

■ Publication of Dishes Entered

Dishes entered may be published on the website or pamphlets of this competition.

■ Application Deadline

First deadline: applications received on or before July 20th (five points for early submission towards a total score of 35 points)
Second deadline: applications received on or before August 10th (three points for early submission towards a total score of 35 points)
Final deadline: applications must be received no later than August 31st

■ Judging Process

Initial Screening

Washoku specialists will evaluate the content of the application forms based on the Japanese character of the dish, the level of perfection in cooking, originality, and the way of thinking towards Japanese cooking (total 30 points). To recognize the technical element of being able to quickly materialize an idea, submission by July 20th gains five additional points; submission by August 10th gains three additional points. (Total score 35 points). An announcement on the results of the initial screening (twenty dishes) is planned to take place in the middle of September.

Second Screening

Recipes passing the initial screening will be asked to newly submit a more detailed recipe. Based on this detailed recipe, the dish will be recreated in Japan, and upon tasting evaluation, ten finalist dishes will be chosen.

Final Competition

The final competition will take place on December 15th, 2016 in Tokyo. Travelling and accommodation expenses for the participants of the final competition will be borne by the Washoku World Challenge Executive Committee. At the final competition, contestants will be asked to cook the recipe they submitted as well as a task recipe common to all contestants; the judges will evaluate the results based on cooking technique and the degree of perfection of the dishes.

Applications, questions and inquiries should be directed to:

<http://washoku-worldchallenge.jp/>



Japan. "Oishii" to the world.
Washoku

Organizer: The Ministry of Agriculture, Forestry and Fisheries
Contact: Nikkei Business Publications, Inc.