

Japan National Tourism Organization London Office  
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## Kyoto & Osaka – New Destinations for Gourmet Travellers

- First edition of Michelin Kyoto Osaka to be released in the UK in February 2010
- New foodie tours set to start in 2010

Kyoto and Osaka are set to be Japan's new hot gourmet destinations following the UK release of the first edition of the Michelin Guide Kyoto Osaka in February 2010. UK gourmet travellers can sample Kyoto's culinary delights on new gourmet tours to start to the city in 2010.

The Michelin Guide to Kyoto Osaka introduces 203 establishments of which 147 are restaurants. It covers 34 hotels, and for the first time 22 ryokans (Japanese traditional inns). Seven restaurants were awarded three stars (6 in Kyoto and 1 in Osaka) and 24 restaurants and one ryokan were awarded two stars.

Jean-Luc Naret, Director of MICHELIN Guides commented, *"we are very happy to present you today our first selection of MICHELIN Guide Kyoto Osaka. This selection is very rich and interesting, and for us, it symbolizes the dynamic cuisine scene in Kyoto and Osaka. In Kyoto, we selected restaurants which offer excellent dishes by inheriting and developing culinary tradition in Kyoto. In Osaka, we discovered talented chefs who receive good culinary education and offer creative and original cuisine. We hope habitants of Kyoto and Osaka use this brand new guidebook to have unforgettable time in excellent hotels and restaurants."*

Bernard Delmas, President of Nihon Michelin Tire expressed, *"since the first MICHELIN Guide was born in 1900, at the dawn of the automotive era, it continues to offer useful*

*information for drivers to make their trip safe and comfortable. The mission of the MICHELIN Guide is always same with our core business, tires, and is summed up in its corporate signature "A better way forward". Same as Tokyo edition, MICHELIN Guide Kyoto Osaka is made by Japanese inspectors and editorial based in Japan, experienced establishments day and night, and edit and write in Japan. We would be particularly happy if our readers use the new MICHELIN Guide Kyoto Osaka to make a pleasant trip and take a fantastic meal."*

The Michelin guide Kyoto Osaka is available in two languages: Japanese and English. This is the second Michelin guide in Japan, following Michelin guide Tokyo whose second edition was launched last November.

Many Japanese see Osaka as the food capital of Japan. The locals are so passionate about food that they have an expression called "kuidaore," literally meaning "to eat till you drop." Osaka's regional specialties include takoyaki octopus balls and puffer fish sashimi. Any foodie visiting Japan should not miss Osaka's Dotonbori area, a neon-filled street where you can sample all the culinary delights that Osaka has to offer.

Kyo-ryori (Kyoto cuisine) is the template upon which Japanese culinary culture grows from. The cuisine places great import on seasonal ingredients and subtle flavours. Regional specialities of Kyoto include shojin-ryori, vegetarian dishes developed by Buddhist monks and kaiseki-ryori, cuisine stemming from the tea ceremony. A dinning and cultural experience not to be missed in Kyoto is a night in a ryokan (traditional inn) complete with a kaiseki dinner.

Michelin Guide 2010 Kyoto & Osaka has added new features to reflect the two cities' traditional local culture. The guide grades traditional Japanese inns as well as Western-style hotels and indicates, for example, whether inns it has assessed have traditional communal baths or a bathtub in each guest room and whether they have beautifully landscaped gardens.

Foodies inspired by Michelin to visit the cities can chose from a selection of new gourmet tours being launched by British tour operators in 2010.

Specialist tour operator Japan Journeys launched gourmet Japan tours after spotting a gap in the UK travel market. *"Because interest in Japanese food has taken off so much in the last 10 years, our Japan Gourmet Tour sells out fast"* says James Greenfield, Managing

*Director of Japan Journeys. "People really want to know more about ingredients and want hands-on cooking experience whilst on tour so when the first Tokyo Michelin Guide came out, enquiries went through the roof."*

Japan Journeys ten-day Gourmet Tour itinerary includes a cookery class in Tokyo, as well as a tour of a sake brewery, a visit to the biggest fish market in the world and the opportunity to eat at one of Tokyo's Michelin-starred restaurants. The group will visit Tokyo, Kyoto and Nara, and have the chance to travel by Japan's famous bullet train and attend a sumo tournament. The next tour will depart in May 2010. [www.japanjourneys.co.uk](http://www.japanjourneys.co.uk)

JTB has launched a gourmet tour to allow travellers to sample some of Japan's best-known dishes - and enjoy some "hands-on" experience of preparing them too. On the JTB Tokyo and Kyoto food tour you dine at a wide range of restaurants including sushi, tempura, okonomiyaki and steak, as well as having the chance to learn to make Japanese sweets and visit a local home to experience making teriyaki chicken or tempura and sushi. It's possible to extend the tour to visit Nagoya and see night fishing with cormorants on the Kiso River. JTB's food tours are now available for daily departures.

[www.accessjapan.co.uk](http://www.accessjapan.co.uk)

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