



Washoku World Challenge

The 5th Competition

*Challenge your talent
in Tokyo
February 2018*



APPLY NOW !!

The Washoku World Challenge is a cooking contest in which Japanese cuisine chefs from all over the world compete in technical expertise and passion for Japanese food. The contest, in its 5th time, is organized by the country's Ministry of Agriculture, Forestry and Fisheries for non-Japanese chefs.

To widen the door for chefs like you to share your love for Japanese cooking, this time we will be holding qualifying tournaments in six cities worldwide (London, New York, Los Angeles, Hong Kong, Bangkok and Tokyo). The six chefs who pass the qualifiers will be invited to the final tournament, to be held in Tokyo on February 13th and 14th, 2018. This is an excellent opportunity for you to test your talent in washoku. Don't miss it!



DATE OF FINALS
February 13 & 14, 2018

VENUE
CHU-BO! SHIODOME
NBF COMODIO Shiodome 2F
2-14-1 Higashi-Shinbashi, Minato-ku, Tokyo

QUALIFYING TOURNAMENT
It will be held in six cities worldwide (London, New York, Los Angeles, Hong Kong, Bangkok and Tokyo)
* Check the schedule on the back page.

Message from with the Winner of WWC2016



Mr. Cheong Cherng Long
Chef Assistant
Oribe Sushi Restaurant
Malaysia

I challenged WWC 2016 as a great occasion to improve on my working experience and knowledge. Finally, it was a good experience that improved my skills and I learned a lot of knowledge through this competition. It was also an important time for me, because I met other chefs from all around the world. We still keep in touch and share cooking ideas with each other. After WWC2016, I received many greetings from customers and other chefs. Lots of media came to interview me. I am so happy because after I shared my experience with them, more people in Malaysia began to know about washoku. WWC is a place to make your dreams come true!



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Send us recipes that reflects your distinctive style and your passion for umami!

If you win in the qualifying tournament, you will:

- Be invited to the final tournament, to be held in Japan
- Be able to participate in Japanese cooking seminars in Japan
- Have the chance to apply for the Certification of Cooking Skills for Japanese Cuisine in Foreign Countries (Bronze)
- Be covered by international media

Contest Theme: UMAMI

UMAMI is the source of the savoriness of Japanese cuisine. One of the five basic tastes, the others being sweetness, sourness, saltiness, and bitterness, it is an important component of a dish's flavor. Recognition of umami has increased in recent years, and the word has made its way into many non-Japanese dictionaries. The umami taste is usually a product of some combination of inosinic acid, amino acids such as glutamic acid, and nucleic acids such as guanylic acid.

HOW TO APPLY

ELIGIBILITY

- Chef must be of non-Japanese nationality with experience in cooking Japanese cuisine AND over 2 years of experience as a chef (current place of residence can be any country, including Japan).
- Chef must be able to participate in one of the six qualifying tournaments.

SUBMISSION (RECIPES) REQUIREMENTS

- Recipes must be originals created by the applicant, the restaurant managed by the applicant, or the restaurant where the applicant is employed, and must not have received an award in any contest.

TO WRITE THE ORIGINAL RECIPES

《Categories》

1. One suimono (with at least three ingredients) reflecting the UMAMI theme
2. One fuchidaka mori (with at least five dishes) reflecting the UMAMI theme

* Contestants that pass the application screening will be asked to make the soup at the qualifying tournament (for five people, in 90 minutes).

《Judging》

Judges will evaluate based on the recipes and photos of the prepared dishes.

* Please provide one photo for each category (1. one of the suimono, 2. one of the fuchidaka mori, for a total of two photos). In order to ensure fair judging, please avoid having the name of the restaurant or applicant appear in the photos.

APPLICATION PROCESS



SCHEDULE

Final tournament in Tokyo: February 13th and 14th, 2018

Regional qualifying tournaments:

	Application deadline	The result announcement	Qualifying Tournaments
Europe	18 Aug	6th Sep	London: 16 Sep
US	22 Sep	Mid-Oct	NewYork: 30 Oct Los Angeles: 2 Nov
Asia	29 Sep	Mid-Oct	Bangkok: 21 Nov HongKong: 6 Dec Tokyo: 22 Jan, 2018

* Travel and hotel expenses for qualifying tournaments are to be paid for by the contestants.

* Travel and hotel expenses for the final tournament will be covered by the contest organizing committee.

* There is no participation fee.

Please check the official web for more detail

A MESSAGE FROM THE HEAD JUDGE

A Perfect Opportunity

to Test Your Washoku Talent on a Global Stage

We hope that you will enter the Washoku World Challenge, an official cooking contest organized by the Japanese government, and take the opportunity to test yourself in skill and understanding of Japanese cuisine. Should you advance to the final tournament, you will be invited to Japan and have the chance to experience the cuisine in its



native land. We hope that the contest will continue to serve as a launching point for chefs eager to increase Japanese food fans worldwide.

Yoshihiro Murata

Owner & Chef of Kikunoi
Chairman of Japanese Culinary Academy

ADVICE FROM THE DEPUTY HEAD JUDGE

Balance between Umami and Other Tastes Is Key

I feel that Japanese restaurants around the world have done just that, and are serving unique dishes. Unfortunately, I have also found that often the dashi, the very foundation of Japanese cuisine, is being neglected.

The theme for this contest is UMAMI, one of the five basic tastes, found in abundance in good dashi. In Japanese cuisine, UMAMI is used as a base to which other tastes such as saltiness and sweetness



may be added, to create a delicate balance and vary the flavor. I advise you to take this into consideration when developing your recipe.

Masahiro Nakata

Director of Taiwa Gakuen Education Inc.
President of Kyoto Culinary Art College



Japan. "Oishii" to the world.
Washoku

MAFF
Ministry of Agriculture,
Forestry and Fisheries
農林水産省

Application and inquiries from here;
<http://washoku-worldchallenge.jp>

