

# Spirit of JAPAN

## Dream of Adventure



### Overview

#### Spirit of Japan Festival in all over the U.S.

**Spirit of JAPAN** aims to provide experiences of Japan through anime and food, with a focus on the culture of Japan's various prefectures. This event is designed for everyone, including those who have never visited Japan, to enjoy and fall in love with its rich heritage. Our mission is to promote Japanese culture throughout the U.S., creating a space where everyone can appreciate and immerse themselves in Japanese culture. Through this event, we aim to present genuine Japanese food culture and more, establishing a foundation for sharing the true essence of Japan.

(Example: Denver / Miami)

[Denver | Spirit of Japan \(spirit-jpn.com\)](http://spirit-jpn.com)

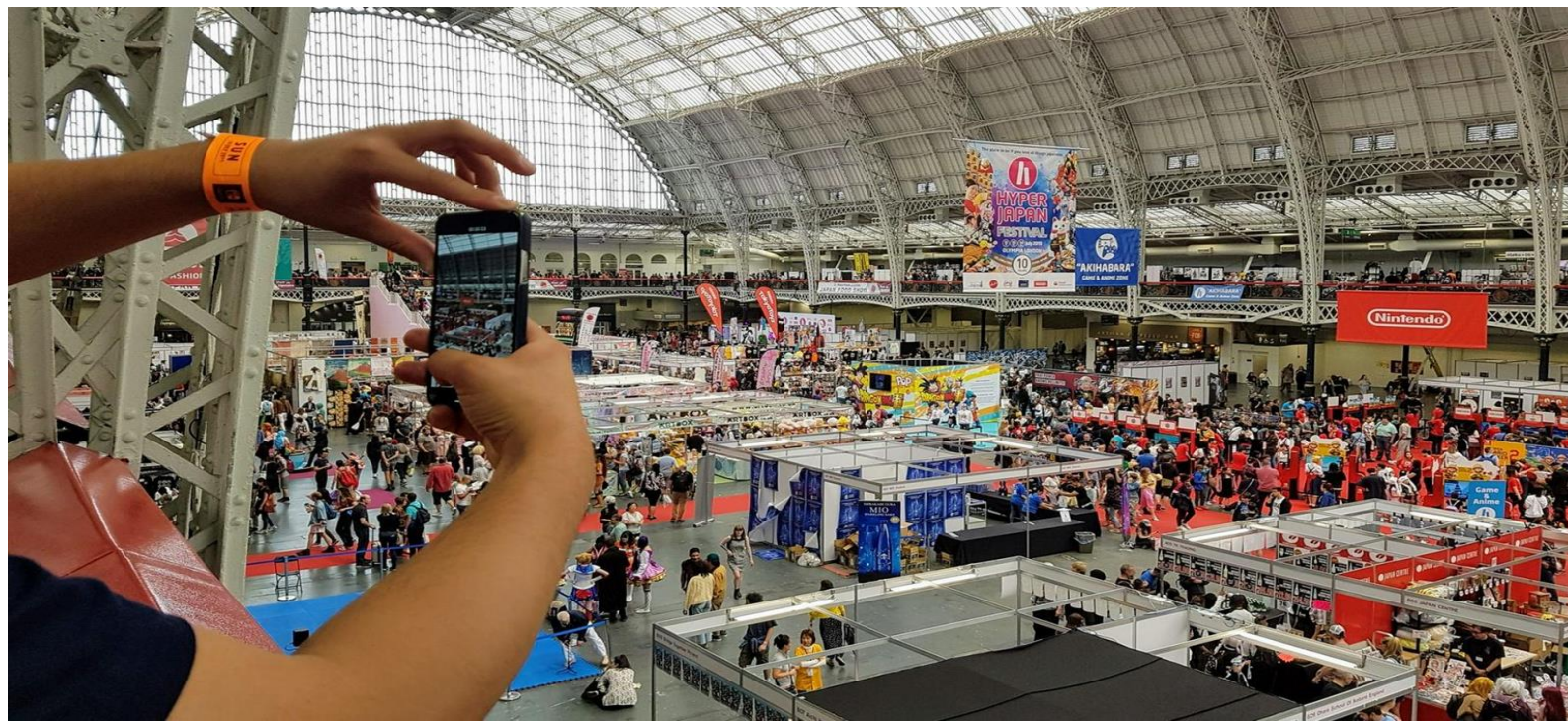
[Miami | Spirit of Japan \(spirit-jpn.com\)](http://spirit-jpn.com)

#### A Celebration of Japanese Cuisine

To fully immerse yourself in the allure of Japanese cuisine, the festival will feature traditional Japanese festival and street foods, including okonomiyaki, takoyaki, ramen, Japanese curry, as well as Japan's variety of sweets. A special bar will offer a range of Made in Japan beverages such as sake, beer, shochu, and fruit liqueur..

#### Create Lasting Memories

Seize this unique opportunity to fully experience Japanese culture and charm in Chicago, and create unforgettable memories. Anime and Japanese cuisine are loved worldwide, transcending race and ethnicity.





# About Us

## Japan Taste Marketing Inc.



**ONIGIRI ACTION Ramen Expo**

**Japanese Food Expo** in Los Angeles

**OC JAPAN** (2009-2016)

**DISCOVER Japan's NEW TREASURES** in New York (2022-)

**Tokyo X | Houston** (tokyonightfest.com) in Houston, Texas (2023-)

**Japanese Flavor Fest** in Miami, Florida (2023-)

**Japanese Food & Beverage Showcase** in Las Vegas, Nevada (2023-)

### President Naohisa Nakata

Japan Taste Marketing Inc. Representative Director

Gindaco USA CEO

Tenkatori USA CEO

U.S. NPO JFCA Chairman of the board since 2021

#### Main Business Career

President of JFCA and head of event marketing company, engaged in promotion and sales channel development of Japanese products.

#### SAKE

- Established Japan's first export support platform in the U.S. at JFCA with consultative members.
- Marketing manager for the West Coast and Hawaii area of Nanbu Bijin, an Iwate sake brewery.
- Development of U.S. distribution channels for Fukushima sake brewer "Hanaharu" in hopes of [Tohoku's](#) recovery after the earthquake.
- Marketing Manager of Orion Beer
- Bringing Suntory Premium Malts to the U.S. Responsible for the California region including LA, SF, SD and Hawaii (2019-present).
- Online business meeting for Japanese craft beer and sales channel expansion. LA area (FY2019, FY2020, [FY2021](#))
- Alcoholic Beverages Business Meeting at National Tax Agency([FY2021](#))

#### FOOD

- Producing the OC Japan Fair (2009 - 2019)
- Taste of Japan Project by MAFF (FY2014 -)
- Japanese Food Expo (Sponsored by JFCA) (FY2015 -)
- Organizing B2B Events Ramen Expo / Izakaya Expo USA (2017 -)
- Campaign to expand U.S. sales channels for yellowtail (organized by JETRO) including online seminars (FY2020,[FY2021](#))
- Japanese rice PR (organized by JETRO) including online seminars (FY2020,[FY2021](#))
- Japanese Foods Support Store Marketing (2021)

JPP (Japanese Products Produce Inc.), an event marketing company, is the main organizer of various events held by us and our affiliated organizations in the U.S. to attract food and beverage vendors from Japan to the event. While marketing our products at events, we also introduce Japanese food to a wide range of visitors. So far, we have successfully opened restaurants such as "Gindaco", "Tengatori" (Oita), and "Josui Ramen" (Nagoya). The company laid the foundation for these three companies to expand into the U.S. and has continued to increase customer satisfaction with its strategy of actively using Japanese food ingredients after their entry into the market.

He is currently conducting research for companies such as "Torikizoku" and "Sekai no Yamachan" to establish their U.S. operations in the U.S. He also publishes "Wattention," a magazine that introduces Japan in English.

# About the Event

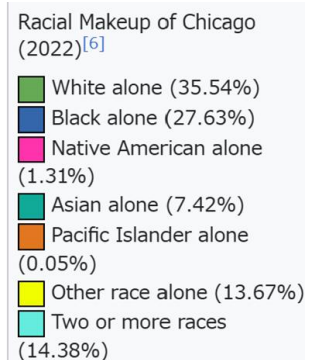
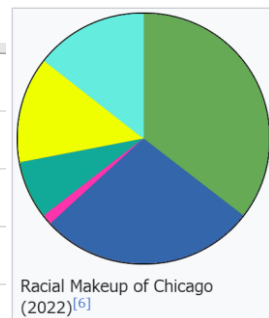
## Why Chicago is attracting attention?



**Chicago as the Third Largest City in the United States** Chicago ranks as the third largest city in the United States, with a population of approximately 2.7 million residents spread across a diverse array of communities. Hosting events of this magnitude in such a metropolis can anticipate a substantial turnout, enhancing the event's overall success.

**Chicago's Status as a Multicultural Hub** Chicago is widely recognized as one of America's most culturally diverse cities. It accommodates a rich tapestry of cultures and communities, fostering profound interest and understanding towards cultural diversity. The city already houses established Japanese cultural institutions such as language schools, cultural centers, and Japanese-owned businesses. This pre-existing foundation of interest suggests a strong potential for engagement and participation in Japanese festivals. Targeting these existing interest groups ensures robust attendance and enhances the event's impact.

Rank	City	States	Population
1	NY	NY	8,992,908
2	LA	CA	3,930,586
3	<b>Chicago</b>	<b>Illinois</b>	<b>2,761,625</b>
4	Houston	Texas	2,366,119



(The population of Chicago)

(The demographic composition of Chicago)

**Proven Track Record in Hosting Large-Scale Events** Chicago has a distinguished track record in successfully hosting major events. Events like the Chicago Air and Water Show and the Chicago Marathon attract substantial audiences annually. This experience positions Chicago favorably for the seamless and effective management of a Japanese festival.

**Central Hub of the Midwest** Situated as a key transportation hub in the American Midwest, Chicago offers exceptional accessibility. Its strategic location allows for easy access from surrounding states and cities, facilitating broad regional participation in events. This accessibility not only benefits Chicago but also enables the event to attract attendees from a wide geographical area.



# SPIRIT OF JAPAN

## EVENT CONTENTS



**Food**

Featuring Japanese festival and street foods, including okonomiyaki, takoyaki, ramen, Japanese Carry and a variety of sweets, creating a diverse gourmet experience



**Sake**

At the special bar, you can enjoy a selection of Made in Japan alcoholic beverages and drinks including sake, beer, shochu, and fruit wines such as yuzu and plum wine



**Culture**

We provide a diverse cultural performances and experiences that allow guests to fully immerse themselves in Japanese culture. From traditional activities like kimono and yukata dressing experiences to dynamic stage performances such as Awa Odori and Wadaiko



**POP Culture**

An exceptional chance to immerse yourself in Japanese pop culture! Enjoy anime merchandise, game corners, and more

Chicago | Spirit of Japan (spirit-jpn.com)

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