



Attention grabbing restaurants and outdoor food stalls are everywhere, Shinsekai quarter, Osaka ©Osaka Convention and Tourism Bureau

Experiencing the diversity of food in Japan's other great city

Barak Kushner, Great Britain



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Motivation

Japanese food is now more popular the world over but there is still much to discover.

For many ramen enthusiasts this story encapsulates the advance and expansion of modern Japanese cuisine. The world has moved far beyond the time when I first started researching the reception of Japanese cuisine in the west. By the year 2000 an international politics magazine detailed the story of how sushi was going global. Sushi, essentially a piece of raw fish on a small dollop of soft rice, had been considered repellent to many international diners only a few decades prior. But by the start of the 21st century eating it demonstrated a cosmopolitan attitude and savoir-faire about food. Japanese cuisine was on the rise, and by December 2013 international attitudes toward Japanese food had shifted even further toward the positive. The world reverberated with glee at the announcement that traditional Japanese cuisine, hard to define though labelled as washoku, had succeeded in gaining the support of UNESCO. It was considered part of the world's intangible cultural heritage. By this time, Tokyo had replaced Paris as the mecca for foodies. Japanese cuisine, once thought to be so unique and even grotesque, now dominates plates across the world. But how much do we know about it and what should you eat when you visit?

Objectives

Readers may already be familiar with Japanese noodles in broth, known as ramen, because it is now an international dish. But not everyone will know about Japan's other key noodle dishes. This article will briefly detail some potential noodle adventures and use history as the means to introduce novel dining experiences.

To recap: soba noodles are made from buckwheat, cooked very quickly, are often cut thinly or almost squarish in shape and break easily when you bite down on them. Udon noodles are made from wheat, are like a very fat spaghetti and thick. They are slippery and have more of a give, or more slightly firmer texture when chewed. The Japanese even have a word for this - the *hagotae* or *response of the teeth*. This mouth feel when eating the flimsier soba is guite different to the firmer udon.

Enjoying Japanese cuisine is not just about tucking into raw fish, or sprinkling on soy sauce. It is actually also about offering the mouth different food textures for pleasure.



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Context

Many people believe that Japanese cuisine signifies that somehow the country dines in a unified fashion on one form of food. It is true that in the early 21st century, with advances in communication and transportation technology, Japanese eat in a much more nationally homogenized manner than they did centuries before but there are still great differences between the regions. It is therefore worth traveling a bit outside Tokyo to experience first-hand how Japanese from different prefectures have developed unique eating preferences and to ponder what sort of historical forces shaped those penchants.

In the 21st century, an era brimming with headlines about the decline of urban planning, it has arguably become more difficult to enjoy purely local delicacies. As the ease of transport increases and the costs fall, we no longer have to travel far to experience the exotic. Nowadays I can remain near my own home in Cambridge, UK, and buy Korean kimchi at a local store, Japanese natto, and freshly made Chinese dumplings down the street from a different shop – all within a twenty-minute walk. Cambridge might be a bit more internationally oriented due to the influx of foreign students and scholars, but it is certainly not the only place where one can find all sorts of global treats virtually on the doorstep. And because the web has also opened new portals for buying foreign foodstuffs without the pain of travel, it is getting harder to sometimes find the need to get out and take a journey beyond the borders of one's home.

This facet of sameness or oneness is even more prevalent in Japan, where so many cities were bombed to the ground during WWII. When the country rebuilt itself, the aim was to do so in a state of uniformity with serviceable housing and affordability for the benefit of all. Unfortunately, this postwar building boom left architectural splendor as an afterthought. However, while most Japanese cities might look and even feel the same, one chasm that has not been paved over during the postwar avalanche of reconstruction cement that plagues urban sites is the cultural divide concerning how and what to eat.

Generally speaking, Japanese living in the eastern part of the country remain loyal to soba, their noodle of choice, while western Japanese demonstrate an unending love for udon that is almost beyond words.



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Japan's great regional competition – Kanto vs Kansai

You may have already heard these words - Kanto and Kansai - and wondered what they mean? Even though Japan is an island nation, the main island has various regions — about eight depending on how we classify. These differences are not completely delineated by boundaries between prefectures but often by geographic oddities or customs or a whole host of reasons, many also linked to Japan's long and illustrious history.

In short, Kanto is the geographic center of modern Japan, the region surrounding the huge metropolis of Tokyo but extending outward to prefectures that line up on its borders even though they are more rural. The Kansai region is formed mainly by what was once the merchant city known as Osaka, the former imperial capital Kyoto and the surrounding lands, including Nara the most ancient seat of power. Japanese like to say that people in Osaka are more easy going and wear louder and more brightly colored clothing compared with their more conservative and reserved Tokyo counterparts. Some of this may be true and the Kansai region is home to one of the largest talent corporations, the Yoshimoto Entertainment Agency, and produces the greater share of Japanese comedians. There are also more open-air food stalls and restaurants per square meter in and around Osaka, or at least it seems that way when you visit the central part of the city where heaving throngs line up all day and night to taste the latest that Osaka foodie entrepreneurs can offer.

Tokyo and Osaka are different in many ways, beyond how the people dress and eat. I was surprised to note that even while walking and lining up Osaka remains independent. In Tokyo, you should be careful to align yourself to the left on the numerous escalators in stores and the metro, while people in Osaka choose to do so on the right side. Same country but with opposing methods for being polite on public transport. At least they both drive their cars on the same side!

One urban myth explains the origin of the difference in the following way. Several hundred years ago, Osaka was a hub of commerce, where the daily greeting was supposedly mo kari makka? or Did you make any money today? The city's wealthy inhabitants constantly worried about carrying wallets stuffed with cash. In the days before the 1868 Meiji Restoration, Japanese still wore kimono with no pockets and carried their personal items in a little satchel. The custom was to carry your little bag on your right side so if you were in public that is the side you guarded.



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By contrast, Tokyo – which was known as Edo back then – was originally the city of samurai. They all carried swords sticking out on the left side and so would pass others to their right so as to not, literally, cross swords and mistakenly bump another samurai. Can you imagine the brawls when one arrogant if not overly macho soul breached the personal space of another? Whether any of this is accurate remains highly debatable but the durability of these myths underscores a deeper fact. The two cultures of Osaka and Tokyo, representing the regions Kansai and Kanto, remain, even in this day and age, identifiable mainly in two polar aspects – business versus authority.

One of the most telling of these divergences is also noodle affiliation. While ramen and soba obviously are now easily found all over Japan, Osaka and western Japan's general tendency toward championing the delights of udon, is palpable. There is a distinct proliferation of udon restaurants throughout the region and I have chosen a select few to introduce below so that readers can personally encounter the digestive differences of Eastern and Western Japan — the photos provide a visual incentive into what sort of dining options are available to more intrepid readers.

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Many Japanese mainstream restaurants will have wax model displays outside of the restaurant so you can visualize first what you might eat.

Noodle shops often also have a vending machine outside or inside the store where you buy what you want first and then hand the ticket over to the cook. If you can compare the picture of what you want with the correct button, sometimes with help, you can usually get what you were hoping for.



A lone soba shop beckons hungry customers on a dark evening outside of a main railway station in southern Tokyo



While there are specialty shops that only serve one kind of noodle, there are also many restaurants all over Japan – on streets, in mall basements, and in metro stations – where excellent udon and soba noodle dishes are both offered.



In this restaurant the menu was extensive and had on display virtually all dishes with both udon or soba combination. I chose a common complementary dish of a small bowl of hot udon soup noodles with a small side of oyakodon, or chicken and egg dish with rice underneath.

Eating both is quite filling!

Oya means parent and ko means child so the literal meaning is a bit different but this form of oyako is always some form of cooked or fried chicken and egg.

The -don ending is a form of food that is served on top of rice in a deep bowl.

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In Osaka one item that tends to show up more there than in other regions is fried items on a stick, or kushikatsu. Kushi means something that is grilled on a stick, and katsu means frying. This can literally be anything from grilled pieces of pork or chicken, along the lines of yakitori, but in this case deep fried, to vegetables, pieces of tofu, or anything else you can literally imagine. If it is edible, an Osaka store will find a way to deep fry it and serve it up! Notice the giant stick hanging in front of the store doorway and you get an oversized idea of Osaka's love for this dish.



Japanese cities tend to have sections where drinking and eating establishments are plentiful and you can walk around and choose where to dine from a variety of establishments all crammed into one quarter



The gaudy and colorful nature of Osaka is taken to an extreme at this one restaurant, designed to attract your attention and your patronage. It touts that it is open 24 hours.



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The image on the sign might look like a sweet dessert with syrup on top but it's really a savory dish with a sauce drizzled on top. This is a version of okonomiyaki at a popular chain store, Tsuruhashi FUGETSU, or the Windmoon store. ©Idea Co., Ltd.



Like many Japanese restaurants, the variety of selections available is greater than the space on a normal-sized menu so the Tsuruhashi FUGETSU store puts their offerings on a poster placed outside because it is so massive and all encompassing. ©Idea Co., Ltd.



The storefront of the Marugame
Noodle Factory. Obviously, it's not a
factory but they make their own noodles on site. Boiled fresh every day for
17 minutes and then served hot and
steaming to hungry customers.



One of the fascinating elements of this genre of stores, as opposed to ramen shops where you have to order everything or read a vending machine to get a ticket, here all the toppings and extras in this store are laid out for you on the counter as you progress through your order. At the far left you tell the cook behind the counter or merely point to what portion of udon you want. He hands you a hot bowl of noodles, and you pick up the tongs, calculate how much you want to spend by looking at the prices, and slide your way to the register, all the while placing tasty looking plates onto your tray. The Marugame Noodle Factory



With such detailed and clear images you can easily start salivating and get a mental picture of what you want to enjoy. The Marugame Noodle Factory



For my small lunch I chose udon noodles with mentaiko – spiced fish roe, and on the left is a small side dish of deep-fried squid with a light sauce.
The Marugame Noodle Factory



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This is a typical smaller version of a street stand for fried octopus balls. The octopus meat is chopped into tiny pieces, then grilled inside a doughy concoction in a specially designed skillet with numerous round indentations. Several are served in one portion and often with a sauce on top.



One of the interesting findings in Osaka is also an outlet for all the new tastes that KitKat offers to its Japanese customers. While some of these flavors are available abroad, most are limited to Japan. New forms are offered in a range from blueberry, to cheesecake, sake flavored, green tea, strawberry, with more supposedly coming out each year. Needs to be tried to be believed.



Here is a much more in-your-face Osaka-style store front with a bold advertisement displaying a huge mocked up octopus selling its goods. Once you understand that the region sells these sorts of delicacies you can grasp why there is an enormous plastic sea creature hanging out just above the store awning.



Not all restaurants in Osaka serve yokozuna-sized portions but some do, mainly in the Tsutenkaku quarter of the city, which is sort of a retro area. Yokozuna are the top-ranking sumo wrestlers and thus normally if not the biggest, at least the strongest.



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B-class gourmet eating in Japan

Regardless of all the rhetoric, Japan's *gastronationalism*, or extreme pride in its own food, is a rather recent development. It would be hard to argue that the Japanese today eat as they did 150, 100 or even 50 years ago. Sugar, eggs, meat of various kinds, along with expanded wheat consumption, are all up whereas rice continues to decline steadily. Certainly, fish and seafood product sales have risen, but so have concerns that their overproduction is based on dubious hygiene standards under exploitative labor conditions abroad.

The Japanese diet might still contain numerous traditional elements but it continues to transform. There is no timeless Japanese menu. For example, historic sales of whale meat are now virtually zero, while maguro – the fattier parts of the tuna, previously disliked as too oily, is currently seen as expressive of the supreme height of taste – as can be seen in the 2011 documentary Jiro Dreams, about one of Japan's most expensive and exclusive sushi restaurants. Equally importantly, Japan's cuisine which had previously been seen as backward and not international, is precisely now the symbol of cool. The same cuisine has been re-interpreted once the supporting culture that birthed it was perceived as expressive of sublime taste and refinement. Now everyone wants a piece of Japan. Luckily, sushi or the elements of washoku are available internationally and, of course, readily obtainable at the expanding outlets for the Japanese themselves when they dine out. Customers no longer have to visit pricey and posh sushi restaurants to dine at a high level. Diners can merely pop down to the corner equivalent of your convenience store and purchase sushi – it is so mainstream.

Japan has transformed in the last seven decades from a country that was malnourished in the 1940s to a nation that now has too many choices. Within this new paradigm the notion of local gourmet cuisine, known as *B-class*, has emerged. This is a Japanese term that does not mean second rate but rather identifies searching for the greatest delicacy in each unique area of Japan. The Japanese have now tied consuming food into a form of popular culture so that the pursuit of delightful eating has evolved into a national pastime. The rise of this new phenomenon should be labeled *food tourism* and is a stand-in for other forms of entertainment both on Japanese television and in print media as well.



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American journalist Douglas McGray coined the phrase Japan's Gross National Cool, when he wrote that Instead of collapsing beneath its widely reported political and economic misfortunes [...] from pop music to consumer electronics, architecture to fashion, and animation to cuisine, Japan looks more like a cultural superpower today than it did in the 1980s, when it was an economic one. Many immediately touted the slogan but it only began to stick recently as the Japanese government and others have used it as a method to oppose the reality that Japan is in decline.

Postwar Japan is a hybrid conglomeration of tastes and cultural influences, just as it was during the early Meiji period, with Chinese compradors and Western businessmen. As the French bask in their gustatory glory and Americans wonder what their national cuisine really is, Japanese reactions to their own international rise in stature may be most visible not in the big cities but in how the national cuisine(s) have changed at the peripheries.

Closing

Does the rise of ramen, and perhaps the current global dominance of Japanese-style food over that of France, for example, demonstrate a new international trend? Ramen and other noodle dishes now typify how modern Japanese eat and these meals have become the portal through which the rest of the world views Japanese cuisine. In the end we need to remind ourselves that Japanese cuisine, as with all national cuisines, is an invented tradition. National diets are in perpetual change and were never timeless museums of national essence. Japanese udon is one delicious part of that fantastically interesting and important evolution that also hides a lot of history behind it.

Because I get many opportunities to travel to Japan a great number of friends and family always ask me about my own preferences. I am hesitant to respond because I do not wish to mislead and I am not a connoisseur. I am merely a historian who looks at food as a fun and new way to examine modern Japanese history. But do not fear. History and cuisine are obviously two sides of the same coin and by venturing out into the great unknown and trying new dishes, you will invariably learn just as much as by reading a book. Slurp away and remember that when you do, you are also eating history!



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Barak Kushner is an award-winning Professor of East Asian History in the Faculty of Asian & Middle Eastern Studies at the University of Cambridge. He has a Ph.D. in History from Princeton and has written three monographs: *Men to Devils, Devils to Men: Japanese War Crimes and Chinese Justice* (2015), (Winner of the American Historical Association's 2016 John K. Fairbank Prize); *Slurp! A culinary and social history of ramen - Japan's favorite noodle soup* (2012); and *The Thought War - Japanese Imperial Propaganda* (2006).

Dr. Kushner began his career as a high school teacher of social studies in Chicago and later traveled to Iwate, Japan, where he taught English, lived in a Buddhist temple, and attended Japanese elementary school, studying Japanese along with other students ages 6-12. Kushner's work has been the focus of numerous articles in the major Japanese presses. He also appeared in the popular Japanese television variety show *The World's Amazing Discoveries!* (世界ふしぎ発見) in their special *Chase! Run around the World* (追跡! 世界を駆け巡る), as a guest on several BBC radio broadcasts, and has been interviewed for various film documentaries around the world.

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Eating and Slurping in Osaka

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Places Shinsekai Quarter

Located in the Tennoji and Abeno areas in Osaka Prefecture, home to the popular landmark tower, Tsutenkaku. Shinsekai is an old city quarter that houses too many to mention small stores and nostalgic sites for food consumption. One can get a certain idea of prewar Japanese dining experiences while visiting.

556-0002, Osaka, Osaka shi, Naniwa ku, Ebisu-higashi web-site (Japanese)

Publications

Cuisine and Empire: Cooking in World History

Laudan, Rachel; 2013; Berkeley: The University of California Press
The author looks at the linkages between empire and food and how culinary tastes and ingredients are directly connected to authority and power in ways that we normally don't think about.

Cuisine, Colonialism and Cold War: Food in Twentieth-Century Korea

Cwiertka, Katarzyna J.; 2012; London: Reaktion Books
Cwiertka was one of the first westerners to really dig into the history of
Japanese cuisine as a topic. Then she moved onto Korean cuisine to show
its connection to history

Devouring Japan: Global Perspectives on Japanese Culinary Identity

Stalker, Nancy K. ed.; 2018; Oxford: Oxford University Press A collection of varied scholarly but accessible essays on all sorts of new and historical topics concerning Japanese cuisine, its origins, and its current state

Japanese Foodways, Past and Present

Rath, Eric C. and Assmann, Stephanie eds.; 2010; Champaign, IL: University of Illinois Press

Rath also followed up with numerous detailed books that pulled our understanding of the history of Japanese cuisine into the premodern in new and exciting ways to grasp what regular peasants and samurai dined on.

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Publications

Food and Fantasy in Early Modern Japan

Rath, Eric C.; 2010; Berkeley: The University of California Press

Japan's Cuisines: Food, Place and Identity

Rath, Eric C.; 2060; London: Reaktion Books

Modern Japanese Cuisine: Food, Power and National Identity

Cwiertka, Katarzyna J.; 2006; London: Reaktion Books

Sake Pure and Simple

Gauntner, John; Notations edition, 1999; Berkeley: Stone Bridge Press A good history on Japanese sake, how to appreciate it, where it comes from, and how to obtain it

Slurp! A Social and Culinary History of Ramen: Japan's Favorite Noodle Soup

Kushner, Barak; 2012; Leiden: Global Oriental

Along with George Solt, Barak Kushner was one of the first to identity ramen as an historical topic through which you could eat your way to better understand Japanese history

The Taste of War and the Battle for Food

Collingham, Lizzie; 2011; London: Allen Lane

While not a Japan-focused book per se, the Cambridge-trained historian does investigate Japan's use of food and its failures as one of the obstacles in its imperial bid for power during WWII

The Untold History of Ramen: How Political Crisis in Japan Spawned a Global Food Craze

Solt, George; 2014; Berkeley: University of California Press George Solt focuses more on the twentieth century while Barak Kushner examines the longer historical connections

Tsukiji: The Fish Market at the Center of the World

Bestor, Ted; 2004; Berkeley: University of California Press One of the first books to explain how sushi evolved and its market forces in Japan. The result of years of field experience from one of Harvard's top anthropologists on Japan.



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WWW-Site A website about and for sake

Noodles and alcohol go together in a sort of symbiotic relationship in Japan. To understand that long and involved history, which would require another website, readers might be interested to delve into this tasty liquid history through a short and informative book. It has a related website where one can purchase sake, which is often difficult to find beyond major metropolitan areas outside of Japan.

web-site



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Glossary 1868 Meiji Restoration

The moment when Japan shifted from being an internally oriented and more traditionally minded society to opening up to the outside world and making a national effort to revamp its culture and westernize, while technologically modernizing at the same time. This transformation became a blueprint for much change in late 19th and early 20th century East Asia.

web-site

Hagotae

Literally response of the teeth, this is a feeling of texture that Japanese foodies like to talk about. Japanese cuisine is not just about a variety of tastes but also focuses on the crunchiness, sliminess, or springiness of various dishes to excite diners.

►Udon

Kushikatsu

Literally *fried things on sticks*. This style follows on yakitori, which are grilled items on short sticks, like a baby shish kebab. Fried things on sticks predominate throughout all sorts of small stalls and restaurants/ pubs in the Osaka region and offer everything cut in cubes, put on a long toothpick, and deep-fried.

Marugame Seimen

The name of an easily accessible chain of Japanese fast food restaurants where you pick up your tray and walk down a counter. This way you can see the food you want, select it at the counter and place it on your tray. Customers can try a larger number of unknown dishes by seeing them first and then tasting them after purchase. The offerings are inexpensive enough to allow for trial and error, and to eat while on a new adventure. They are known for their udon.

web-site (Japanese)

▶Udon

Mentaiko

Fish roe, which are usually added to a dish to give it a slightly crispy texture as the eggs burst in the mouth and dissolve in saltiness. They also provide a visual element for dishes because they are often colored bright red or orange.



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Glossary Okonomiyaki

A great combination of a sort of flour-based pancake, cooked on an open stove, upon which noodles, cabbage, and egg are stirred into the mix and then grilled. Different flavors emerged from various regions but the people of Osaka believe theirs is the best. Refined with shavings of bonito fish and sometimes sprinkled with some mayonnaise or other ingredients. Cooked at the counter or tabletop by the customer but often by the restaurant staff. Also available from stalls at outside events.

Osaka

Japan's second largest city, connected to Tokyo by a 2.5 hours bullet train ride. Osakans speak with a greater speed, a slightly different dialect and are reputed to be more open and friendly than their more conservative Tokyo counterparts. Travel is required to test this theory.

Oyakodon

The dish that may help answer that age-old question: which came first — the chicken or the egg? In a deep bowl, slices of fried chicken schnitzel are topped with a cooked scrambled egg and then quickly served in a large bowl over rice drizzled with a bit of sauce. A mainstay dish for lunch or dinner, produced promptly after being ordered.

Soba

Historically, these noodles were loved by the Japanese from the east and north of the country and were known in Tokyo since the early modern era web-site

►Sendai

Takoyaki

In short, grilled octopus balls, which in a brief English explanation may not sound tasty to many, but are nevertheless a great delicacy. You order them in small quantities and they are served hot and often with a sauce. They can be found all over Japan, but measured by the sheer number of booths, Osaka is probably the number one site. Eating on the street or at an outdoor event is the best way to enjoy yourself.



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Glossary The Yoshimoto Entertainment Agency

For many foreigners, the Japanese performing arts remain something aloof and daunting, produced in an archaic language like Kabuki or Noh. These forms are popular with many people around the world, but Japan is also home to an enormous contemporary theater world and comic performances. One of the monopolies on such productions is the Yoshimoto Agency, which dominates the comedy world in Japan for the benefit of millions of viewers. Success is so dominant that many believe that in Japan you have to adopt an Osaka accent if you want to be a famous comedian.

Tsuruhashi FUGETSU

A popular and reliable Okonomiyaki restaurant chain originated in Osaka. The characters for this store name FUGETSU — 風月 — literally mean Wind Moon, but it is more evocative than it sounds in English. Essentially, it's a retro store that claims its okonomiyaki is the best.

web-site

► Okonomiyaki

Udon

A thicker wheat noodle served in a soup. Nowadays udon is available in a wide range of sauces/soups, including curry and other flavors. They are still the most popular noodles in western Japan and the prize dish on Shikoku Island. They are much thicker and smoother than western noodles.

web-site

►Soba



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Imprint

Publisher

Japan-Insights, *Exploring Expert Experiences*, is one of the many activities pursued by the Toshiba International Foundation, TIFO.

Japan-Insights promotes a deeper understanding of the country – its people, places, and culture.

Leading experts, scholars, and professors in Japanese studies present a broad range of historical and contemporary topics, encouraging visitors to engage with the real Japan through immersive experiences. Essays that share their excitement and depth of insight are complemented by relevant information for travelers on the site.

Looking towards the 2020 Olympics and Paralympics and beyond, we hope to contribute to a Japan that offers people from around the world many opportunities for discoveries and memorable encounters.

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