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For Immediate Release

**Taste of Japan at Los Angeles Times The Taste**  
Friday, September 2nd and Saturday September 3rd at the Paramount Picture Studios

The Japan External Trade Organization (JETRO) along with The Japan National Tourism Organization (JNTO) will be part of the Japanese “Pavilion” in this year’s Los Angeles Times, [The Taste](#). Joining the annual celebration of Southern California’s culinary scene this Labor Day weekend, JETRO will be hosting a booth to showcase the diversity of Japanese ingredients, such as miso, soy sauce and ramen noodles. Here are a few Los Angeles based restaurants will be featured at the JETRO booth on Friday, September 2nd (night) and Saturday, September 3rd (day and night).

On Friday, the opening night of The Taste, [Ramen Tatsunoya](#) (Pasadena) will present their signature *koku tonkotsu* (rich pork broth) ramen. Since 1999, when Tatsunoya first started in Fukuoka, the birth place of tonkotsu ramen, they have been perfecting this seemingly simple bowl of noodles, as many layers of flavors and work are put into each bowl. The pork broth is simmered over 12 hours, then seasoned with a special thick soy sauce from Kyushu. Then, the bowl is topped with succulent pork and house blended spicy miso and garlic oil. The noodles are designed to be very thin in order to lift just enough savory soup.

With the theme of ‘Field to Fork’ at The Taste, The JETRO booth will offer ramen noodles with traditional Japanese vegetables. Downtown Los Angeles' [ediBOL](#) will be featuring their popular miso peanut ramen with edamame, shiitake mushrooms, scallions and honey miso dressing. The plump thick noodles and bold red miso dressing with vegetables make for refreshing bites of east meets west. Border Grill alumni, Andrea Uyeda, opened ediBOL just over a year ago, and many of her dishes are inspired by her Japanese American heritage.

[Tentenyu](#), the newest ramen shop on Sawtelle Boulevard, will bring their trademark rich tori paitan ramen (chicken based white broth noodles). Tentenyu started as a humble hole in the wall ramen shop in front of a train station in Kyoto, which is one of the culinary meccas in Japan. If that’s any indication, Tentenyu’s medium thick noodles are served in rich and comforting chicken soup, seasoned with both dark and light soy sauce, and their bamboo shoots on top are delicate, and cooked from a special crop.

In addition to the variety of ramen, guests can sample dishes prepared by Chef Katsuya Uechi of Katsuya Group. Chef Uechi will create a couple of dishes showcasing miso, an essential ingredient in Japanese culinary culture. There will also be a master sake sommelier Toshio Ueno present to guide guests through their sake tasting.

*Japan External Trade Organization (JETRO) is a Japanese government-related B2B non-profit organization that promotes mutual trade and investment between Japan and the world. Established in 1958 to promote Japanese exports, JETRO's current focus is promoting foreign direct investment into Japan and helping small-medium-sized Japanese firms maximize their export potential.*

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