GSR ANALYTIX

FOOD & CULINARY MAGAZINE

FOOD • BEVERAGE • GASTRONOMY

ISSUE 01 • AUGUST 2026

JAPAN EDITION 01



FROM LOCAL FLAVOURS TO GLOBAL BRANDS

Tradition • Innovation • Export Potential

INSIGHTS • DEBATES • OPPORTUNITIES

GSR ANALYTIX FOOD & CULINARY MAGAZINE
FOOD • BEVERAGE • GASTRONOMY

ISSUE 01 • AUGUST 2026 JAPAN EDITION 02

INSIDE JAPAN

A CULINARY CULTURE SHAPED BY SEA, SEASONS & CRAFT

Japan's food culture balances precision with simplicity. Rice, seafood, vegetables, noodles, fermentation and seasonality form the foundation of a cuisine where regional identity matters as much as technique.



HOKKAIDO

Seafood, dairy, corn, potatoes and miso ramen.

KANTO

Edomae sushi, soba, tempura and Tokyo's modern dining culture.

KANSAI

Kyoto kaiseki, Osaka street food, dashi and delicate seasonal cuisine.

KYUSHU & OKINAWA

Tonkotsu ramen, shochu, pork dishes and subtropical ingredients.

ONE COUNTRY. MANY REGIONS. A SHARED RESPECT FOR INGREDIENTS.

GSR ANALYTIX FOOD & CULINARY MAGAZINE
FOOD • BEVERAGE • GASTRONOMY

ISSUE 01 • AUGUST 2026 JAPAN EDITION 03

JAPAN CULINARY OVERVIEW

THE PRINCIPLES BEHIND WASHOKU



SEASONALITY

Menus follow the rhythm of spring, summer, autumn and winter.

UMAMI

Dashi, kombu, katsuobushi, soy and miso build depth without heaviness.

PRESENTATION

Balance, color, space and tableware are part of the dining experience.

FERMENTATION

Miso, soy sauce, sake, vinegar and pickles are essential flavor systems.

REGIONALITY

Local climates and traditions create strong prefectural food identities.

CRAFT

Knife work, broth making, rice preparation and repetition define mastery.

GSR ANALYTIX FOOD & CULINARY MAGAZINE
FOOD • BEVERAGE • GASTRONOMY
ISSUE 01 • AUGUST 2026
JAPAN EDITION
04

ICONIC FOODS OF JAPAN (I)

FROM TOKYO CLASSICS TO EVERYDAY COMFORT



01 SUSHI
Seasoned rice with seafood, vegetables or egg; from nigiri to maki.

02 RAMEN
Regional noodle soups built around shoyu, miso, shio or tonkotsu broths.

03 TEMPURA
Lightly battered seafood and vegetables fried for crispness and delicacy.

04 SOBA
Buckwheat noodles served chilled with dipping sauce or in hot broth.

05 YAKITORI
Charcoal-grilled chicken skewers seasoned with salt or tare.

06 OKONOMIYAKI
Savory griddled pancake associated especially with Osaka and Hiroshima.

07 TONKATSU
Breaded pork cutlet served with cabbage, sauce and rice.

GSR ANALYTIX FOOD & CULINARY MAGAZINE
FOOD • BEVERAGE • GASTRONOMY

ISSUE 01 • AUGUST 2026 JAPAN EDITION 05

ICONIC FOODS OF JAPAN (II)

REGIONAL FAVORITES, HOT POTS & SWEETS



01 UDON

Thick wheat noodles served hot or cold in countless regional styles.

02 JAPANESE CURRY

Mild, rich curry with rice; a beloved everyday comfort food.

03 SUKIYAKI

Thin beef and vegetables simmered in a sweet-savory soy-based sauce.

04 SHABU-SHABU

Thin slices of meat and vegetables quickly cooked in simmering broth.

05 UNAGI

Grilled freshwater eel glazed with tare, often served over rice.

06 TAKOYAKI

Osaka's octopus-filled griddle snacks topped with sauce and bonito flakes.

07 WAGASHI

Traditional sweets shaped by season, tea culture and refined presentation.

GSR ANALYTIX FOOD & CULINARY MAGAZINE
FOOD • BEVERAGE • GASTRONOMY
ISSUE 01 • AUGUST 2026
JAPAN EDITION

FEATURED DISH:
SUSHI
PRECISION IN EVERY BITE

Sushi is a family of dishes built around seasoned rice. The balance of rice temperature, acidity, texture and topping is as important as the ingredient itself. Edomae traditions developed in Tokyo and continue to influence sushi worldwide.



SUSHI RICE
Short-grain rice seasoned with rice vinegar, sugar and salt.

SEAFOOD
Tuna, salmon, sea bream, shrimp and seasonal local fish.

NORI
Roasted seaweed used especially in maki and gunkan styles.

WASABI
Sharp, aromatic heat used sparingly for balance.

SOY SAUCE
Salty, fermented seasoning used with restraint.

GARI
Pickled ginger that refreshes the palate between pieces.

GSR ANALYTIX FOOD & CULINARY MAGAZINE
FOOD • BEVERAGE • GASTRONOMY

ISSUE 01 • AUGUST 2026

JAPAN EDITION

SUSHI RICE & MAKI RECIPE

A SIMPLE HOME VERSION



INGREDIENTS

- 2 cups Japanese short-grain rice
- 2 1/4 cups water
- 4 tbsp rice vinegar
- 2 tbsp sugar
- 1 tsp salt
- 4 sheets nori
- Cucumber and avocado
- Optional: sushi-grade salmon or cooked shrimp

CHEF'S NOTES

Do not compress the rice. Keep the grain structure light. Use only fish intended for raw consumption if serving raw seafood, and keep it properly chilled.

STEP-BY-STEP

1. Rinse rice until the water runs mostly clear.
2. Cook and rest the rice for 10 minutes.
3. Fold in vinegar, sugar and salt while warm.
4. Place nori on a rolling mat, shiny side down.
5. Spread a thin layer of rice with damp hands.
6. Add fillings, roll firmly and slice with a wet knife.

GSR ANALYTIX FOOD & CULINARY MAGAZINE
FOOD • BEVERAGE • GASTRONOMY
ISSUE 01 • AUGUST 2026
JAPAN EDITION
08

JAPANESE INGREDIENTS

THE BUILDING BLOCKS OF UMAMI



RICE The foundation of meals, sushi and many traditional products.

SOY SAUCE A key fermented seasoning for salt, aroma and depth.

KATSUOBUSHI Dried, smoked bonito flakes that add savory complexity.

MATCHA Stone-ground green tea used in tea culture, sweets and modern products.

WASABI Distinctive pungent root traditionally paired with sushi and sashimi.

MISO Fermented soybean paste ranging from sweet and mild to deep and robust.

KOMBU Kelp used to create glutamate-rich dashi.

NORI Roasted seaweed used in sushi, rice dishes and snacks.

YUZU Aromatic citrus used in sauces, condiments, drinks and desserts.

SAKE & MIRIN Rice-based products central to seasoning, glazing and pairing.

KEY STATISTICS & NUMBERS

A GLOBAL FOOD CULTURE WITH A STRONG DOMESTIC BASE

123.8M
POPULATION
Japan, 2024

$4.44T
GDP
World Bank, 2025

38%
FOOD SELF-SUFFICIENCY
Calorie basis, MAFF

47
PREFECTURES
Strong regional food identities

¥1.41T
FOOD & AGRI EXPORTS
Agriculture, forestry, fisheries & food, 2022

2013
WASHOKU UNESCO
Intangible Cultural Heritage inscription

MARKET THEMES

Premium quality • Traceability • Fermentation • Seafood • Wagyu • Green tea • Sake • Convenience foods • Regional brands

Sources: Statistics Bureau of Japan; World Bank; MAFF; UNESCO.

GSR ANALYTIX FOOD & CULINARY MAGAZINE
FOOD • BEVERAGE • GASTRONOMY
ISSUE 01 • AUGUST 2026
JAPAN EDITION

FOOD SECTOR AT A GLANCE

STRENGTHS, PRESSURES & EXPORT OPPORTUNITIES

GLOBAL STRENGTHS

- High-value seafood and marine products
- Wagyu and premium meat branding
- Green tea and matcha
- Sake, whisky and fermented beverages
- Processed foods and convenience products

STRUCTURAL PRESSURES

- Low calorie-based food self-sufficiency
- Aging farm workforce
- High import dependence for feed and some staples
- Climate and supply-chain risks

EXPORT OPPORTUNITIES

- Premium regional brands
- Health and wellness foods
- Japanese sauces and seasonings
- Frozen and ready-to-eat formats
- Hospitality and culinary tourism links

2030 DIRECTION

- Japan has set a ¥5 trillion target for agricultural, forestry, fishery and food exports by 2030.

GSR ANALYTIX FOOD & CULINARY MAGAZINE
FOOD • BEVERAGE • GASTRONOMY

ISSUE 01 • AUGUST 2026 JAPAN EDITION 11

THE FLAVOURS OF JAPAN

A CULINARY HERITAGE THAT CONNECTS WORLDS



Japanese cuisine combines ancient traditions, Buddhist influences, regional craftsmanship and modern innovation. Its international appeal comes from clarity of flavor, visual discipline and a powerful culture of seasonality.

WASHOKU

Harmony of rice, soup, seasonal sides and careful presentation.

STREET FOOD

Takoyaki, yakitori, ramen and regional festival foods.

FINE DINING

Kaiseki and specialist restaurants built around craft and season.

FERMENTATION

Miso, soy, sake, vinegar and pickles shape daily flavor.

GLOBAL IMPACT

Sushi, ramen, matcha and Japanese ingredients are now worldwide categories.

CULINARY TOURISM

Food markets, regional specialties, sake breweries and local producers draw travelers.

GSR ANALYTIX FOOD & CULINARY MAGAZINE
FOOD • BEVERAGE • GASTRONOMY

ISSUE 01 • AUGUST 2026 JAPAN EDITION 12

GSR ANALYTIX: CONNECTING WORLDS

FROM JAPAN TO THE WORLD. FROM THE WORLD TO JAPAN

We connect businesses, markets and cultures through data, insights and meaningful partnerships. Together, we create value, opportunities and a sustainable future.



OUR MISSION

Empower businesses and decision-makers with accurate intelligence, innovative solutions and strategic connections.

WHAT WE OFFER

Country intelligence • Market reports • Business matchmaking • Sector insights • Export marketing • Partnership development.

WHY PARTNER WITH US?

Global reach • Local expertise • Data-driven insight • Strong networks • Multilingual communication • Commitment to quality.

120+	50,000+	25+	1,000+	10,000+
COUNTRIES	BUSINESS CONTACTS	INDUSTRY SECTORS	STRATEGIC PARTNERS	OPPORTUNITIES CREATED

BE PART OF OUR GLOBAL JOURNEY.

TOGETHER, WE FEED THE WORLD.