



## PALACE HOTEL TOKYO

### MARC MATSUMOTO

#### ~ AN INSIDER'S GLIMPSE INTO JAPANESE FOOD CULTURE ~

#### PROFILE

Host of NHK's popular cooking show 'Bento Expo', creator of the online show 'No Recipes' and author of "Ultimate Bento", Marc Matsumoto has cultivated a deep understanding of Japan's multi-faceted food culture over the years. Through personalized tours and strong personal connections with those dedicated to the food scene, time spent with Marc elevates a key component of any traveler's wanderings - the local cuisine and further enriches their experience of the country.

Website: [norecipes.com](http://norecipes.com) | [@norecipes](https://www.instagram.com/norecipes) | [YouTube](https://www.youtube.com/channel/UCv8v8v8v8v8v8v8v8v8v8v8)

**Sample** itineraries, in Marc's own words...

#### **Tsukiji Market | half-day tour**

Although Tokyo's wholesale market moved to Toyosu in 2018, the iconic Tsukiji Market continues to operate as a retail food market. I'll guide you through the bustling lanes to a hidden gem that lies at the heart of Tsukiji. With rows of stalls showcasing a mesmerizing variety of freshly caught fish, improbably sweet fruits and the best seasonal vegetables, Tsukiji is a sensory overload that will stimulate and inspire your inner chef. During our exploration, I'm here to answer any questions that bubble up as you peruse the staggering variety of ingredients. If you're eager to taste Tsukiji's bounties, we can pick up what you'd like to try and take it to the rooftop deck to enjoy. Our Tsukiji Market tour promises more than just a stroll through a market – it's an exploration of the building blocks that make Tokyo one of the greatest food cities in the world.

Fee: USD 1,200 | not inclusive of F&B or transportation

#### **Ingredients Tour | half-day tour**

Ginza is the gleaming heart of Tokyo, where glamour meets gastronomy, old and new. Our tour begins with regional shops specializing in foods from the snowy pastures of Hokkaido down to the tropical islands of Okinawa. As we hop from store to store, you'll have a chance to sip and eat beverages and foods ranging from traditional Japanese tea to artisan chocolates filled with Japanese ingredients to urn-roasted sweet potatoes as sweet as honey. Our culinary journey culminates in the subterranean wonderland of Ginza Mitsukoshi. Here, beneath the city's hustle and bustle, lies an opulent food court and grocery store. It's a showcase of Japan's finest, from meticulously prepared meals to seasonal pastries to a curated selection of some of the most coveted ingredients in Japan. Along the way, I'll point out some of my favorite ingredients, and we can also hunt for the ingredients you are looking for.

Fee: USD 1,200 | not inclusive of F&B or transportation



## PALACE HOTEL TOKYO

### **Tableware & Kitchen Tools | half-day tour**

Nestled near the vibrant Asakusa district, Kappabashi-dori is the hallowed ground where professional chefs and home cooks seek the tools of their craft. Known affectionately as "Kitchen Town," this quirky stretch of road is a treasure trove of cutlery, tableware, and kitchen equipment. Chopsticks, everyday tableware, high-end ceramics, Japanese glassware, baking molds, and kitchen knives are just a few of the useful products you'll find here. We'll also stop for a tasting of some of the best nori in Japan, as well as a traditional soy sauce maker that's reinvented the condiment to suit modern kitchens. Whether your passion lies in cooking or eating, or you're simply intrigued by Japanese craftsmanship, our tour of Kappabashi-dori will offer a peak into the soul of the Japanese kitchen.

Fee: USD 1,200 | not inclusive of F&B or transportation

### **Food Trends in Japan | half-day tour**

Although diminutive in size, convenience stores command an impressive percentage of the country's food retail sales across 56,000 locations, making them a fascinating microcosm of Japan's culinary zeitgeist. Over 100 new food products debut each week on these compact store shelves, making them an ideal location to unearth emerging trends. We'll also explore grocery stores and specialty food stores in a suburban neighborhood of Tokyo while I provide context and narratives about the trends I see in the Japanese market. Whether it's an uptick in functional foods, the resurgence of traditional ingredients in modern cuisines, the rise of plant-based alternatives, or the innovative melding of international flavors with local favorites, I'll provide you with insightful perspectives on these developments and what they may mean for your home market. This is a popular option for guests working in the F&B industry.

Fee: USD 1,200 | not inclusive of F&B or transportation

### **Cook in Japan | Approximate duration: 3 ½ to 4 hours**

Visit my kitchen studio, where I shoot episodes for my YouTube channel and learn how to cook a full Japanese meal. We'll start our journey by planning a custom menu tailored to your interests and dietary preferences. Whether you lean towards the fresh flavors of a plant-based menu or yearn for the bounties of the sea, we'll work together to create a meal that will delight your taste buds. You'll learn the subtle techniques, the intricate balance of flavors, and the artful presentation that make Japanese cuisine a world-class gastronomic treasure. Then we'll sit down and enjoy the meal together, savoring the dishes we've crafted while sharing stories over a meal that's as memorable as the experience of preparing it. To ensure your culinary journey continues long after you get home, you'll be provided detailed recipes for each dish we create.

Fee: Ranges from USD 1,550-1,750 for one adult to USD 2,050-2,250 for 2 adults + 2 children, depending on desired ingredients | not inclusive of transportation



## PALACE HOTEL TOKYO

### **Dine with a Chef**

Add on a meal with me to weave our gastronomic journey into the vibrant tapestry of Tokyo's food scene. Our meal together could span a spectrum of options, including a quick pre-tour bite at one of my favorite noodle shops, where each slurp reveals a universe of flavors and textures. Or take a step back in time with a multi-course kaiseki meal where each course tells a narrative of the season with a lyrical dance of delicate flavors and textures presented like fleeting works of art. While we indulge, we can delve deep into conversations about Japan's multifaceted food culture while I explain the ingredients and techniques presented in our meal. Our meal together is not just about enjoying a delicious meal – it's an intimate dialogue between you, me and the vibrant essence of Japanese cuisine.

Fee: Charged by the hour + cost of chef's meal | please inquire