

The *DINING OUT* Regional Development Project Presents

***DINING OUT SADO with LEXUS***

***DINING OUT IYA with LEXUS***

Showcasing the distinctive charms of Japan's local communities  
through food, nature, and traditional culture  
in Sado (Niigata Prefecture) and Iya (Tokushima Prefecture)

**Reserve your tour now—space limited to just 80 guests!**

Presenting the fresh appeal of Sado and Iya with Japanologist Alex Kerr and  
Renowned Japanese chefs Yoshiaki Takazawa and Hajime Yoneda, whose TAKAZAWA and  
HAJIME restaurants were featured among Asia's 50 Best Restaurants 2013

*DINING OUT* is a regional economic revitalization and development project brought to you by Hakuhodo DY Media Partners (HDYMP), headquartered in Minato-ku, Tokyo and headed by Hisao Omori. The third phase of the project, *DINING OUT SADO with LEXUS*, will be held on a three-day weekend (Saturday–Monday), September 14–16, 2013 in Sado, Niigata Prefecture. The fourth phase, *DINING OUT IYA with LEXUS*, will also be held Saturday through Monday, October 19–21, 2013 in Iya, Tokushima Prefecture.

Hakuhodo DY Media Partners designed the *DINING OUT* project as a way to bring economic revitalization to Japanese communities. By tapping into creator talent and using food as a way to reinterpret the lingering beauty of local traditions, culture, history, and products, HDYMP hopes to uncover the fresh, hidden value they have to offer. Each tour takes participants to one of Japan's rural communities, where they are able to spend a few days in premium outdoor restaurants set up especially for the event. HDYMP brings in world-renowned chefs and leading modern-day creators, who put together locally grown ingredients in innovative ways to present a fresh twist on the area's unique natural and cultural features. Participants indulge all five senses in the abundance the community has to offer, allowing them to experience Japan in new and delightful ways.

The recent *DINING OUT SADO with LEXUS* and *DINING OUT IYA with LEXUS* experiences are a continuation of a *DINING OUT SADO* held last October, and are both hosted by renowned Japanologist Alex Kerr. According to Kerr, Sado has brought its long history and culture into the present day, and is treasure trove of untold charms—particularly its Noh theater, Shinto shrines, and Buddhist temples. Iya is a special place for Kerr, who first visited forty years ago while hitchhiking as a college student. He stayed in the village, purchasing and restoring an abandoned and crumbling

old Japanese house. His dreams for the house came to fruition last year with the completion of his massive reconstruction project. Kerr also serves as a consultant for local tourism promotion efforts.

In charge of *DINING OUT SADO with LEXUS* cuisine is Yoshiaki Takazawa, owner and chef at TAKAZAWA restaurant in the Akasaka district of Tokyo. Chef Takazawa is known for his original cooking style, which takes the best that Japan's climate, people, ingredients, and traditions have to offer and reimagines them in a modern way. His TAKAZAWA restaurant has received acclaim both in Japan and abroad, selected as one of the World's Top Ten Life-changing Restaurants by *Food & Wine* magazine.

Cuisine on the *DINING OUT IYA with LEXUS* tour is headed by Hajime Yoneda, owner and chef at HAJIME restaurant in Higobashi, Osaka. Chef Yoneda is renowned for his culinary perfection, driven by his fanatical approach to detail. This approach allows him to express the unique beauty inherent in nature, showcasing his deep respect for the earth and expertly capturing the fragility of human life. Hajime's restaurant received three Michelin stars in 2009, a record seventeen months after it opened. Both Takazawa and Yoneda are recognized as up-and-coming chefs in the global food scene, and both of their restaurants were featured among Asia's 50 Best Restaurants 2013.

Lexus took the stage as Japan's first luxury automobile brand and has maintained its commitment to exceeding expectations ever since. Proud official sponsor of DINING OUT, the company shares the project's drive to create a thoroughly innovative and dazzling experience for its guests.

In addition to these core project members, the Sado and Iya DINING OUT events are supported by extensive cooperation from a diverse team of *sei-katsu-sha*, restaurants, and other community partners who help bring the local culture and cuisine to life.

Tickets to the *DINING OUT SADO with LEXUS* and *DINING OUT IYA with LEXUS* tours are available for general purchase at JTB Royal Road Ginza and other locations, and may be obtained online (the DINING OUT official website has a link where you can reserve your spot). Tickets for the Sado tour go on sale Friday, July 5, while Iya tour tickets are scheduled for release in early August (details TBA).

We are also planning on offering the exclusive *LEXUS AMAZING EXPERIENCE* package for guests who wish to add the thrill of driving to their DINING OUT event.

## ■ About the DINING OUT project

# DINING OUT

DINING OUT is a development project designed to provide ongoing economic revitalization for Japan's rural communities. Spearheaded by Hakuodo DY Media Partners, the program makes the most of advertising agency's editorial and planning expertise as well as its insights into value creation, tapping into the vast potential that comes from close collaboration between media content holders and creators. The project brings in well-known creators to serve as partners in each project event, using their exceptional talent to discover fresh value that is unique to these local communities. HDYMP also works closely with local governments, non-profit organizations, and other collaborators to come up with original concepts that take the distinctive natural beauty, traditions, culture, history, and products of these regions and showcase their value in innovative ways. These renowned creators then personally bring these concepts to life for tour participants; setting up outdoor restaurants for a limited period of time in locations that epitomize all that the region has to offer. Culinary artists use local ingredients to present innovative takes on classic local fare, adding their own unique twist on established project themes.

DINING OUT is designed to spark a new demand for tourism and boost the added value of regional cuisine by having creators and chefs introduce a new twist from an outsider's perspective—discovering and repackaging existing local appeal to add fresh value. The project also aims to bring ongoing economic revitalization to these communities by holding seasonal DINING OUT events in the same areas.

Japan's natural beauty has retained its elegant simplicity from ancient times, and its rural communities still hold countless unique cultural treasures informed by the country's rich history. Hakuodo DY Media Partners hopes that its DINING OUT activities will uncover the distinctive life and times of these communities, tapping into their gifts as a way of injecting new value into Japan's universally appealing traditional culture while simultaneously contributing to their ongoing economic prosperity. As the brand value of the DINING OUT project itself builds, HDYMP will work to make an even more extensive social contribution by providing regional economic stimulus in a way that dovetails with corporate marketing communications goals.

Official DINING OUT website: <http://www.diningout.jp/> (Japanese)

## ■ For more information, contact:

Hakuodo DY Media Partners Public Relations Group  
c/o Nishihara/Yamasaki/Fujii TEL: +81-3-6441-9347

## ■ DINING OUT SADO with LEXUS: Event overview

DINING  OUT  
S A D O  
with  


- Schedule Tour A: September 14–15, 2013 (Saturday/Sunday)  
Tour B: September 15–16, 2013 (Sunday/Monday (holiday))  
*Note: Only two Sado tours will be offered*
- Availability Tours limited to 40 participants each (total of 80 slots available)
- Location Daizen Shrine in Sado City, Niigata Prefecture (outdoor restaurant)  
*Note: Consult the official DINING OUT website for detailed travel schedule*
- Special guests Japanologist Alex Kerr  
Yoshiaki Takazawa (owner and chef, TAKAZAWA restaurant)
- Description This event is the result of collaboration between Alex Kerr, a leading Japanologist working to preserve Japan's traditional culture, and Yoshiaki Takazawa, a renowned chef known for presenting modern, innovative takes on the best that Japan's climate, people, ingredients, and traditions have to offer.  
Daizen Shrine is home to the *kayabuki-yane* (thatched roof), a Noh stage built at the end of the Edo period and designated as a Tangible Folk Cultural Property of Niigata Prefecture. Daizen will host a Takigi-Noh performance as well as a premium outdoor restaurant featuring innovative courses prepared by Yoshiaki Takazawa using local Sado ingredients. Alex Kerr will accompany guests on the entire tour, providing them with detailed explanations and a unique perspective on the many strange and wonderful delights of traditional Sado culture.
- Cost 99,800 yen
- Organizer Hakuholdo DY Media Partners Incorporated
- Hosted by DINING OUT project
- Official sponsor Lexus (<http://lexus.jp>)
- Official website [www.diningout.jp](http://www.diningout.jp)
- Ticket sales and inquiries JTB Royal Road Ginza  
(c/o Tsujimoto/Aoyama/Nakamura/Taniguchi TEL: +81-3-6731-7690)  
*Note: Tickets go on sale Friday, July 5. Online purchasing available.*

## ■ DINING OUT SADO with LEXUS: Special guests

### Host: Japanologist Alex Kerr



Alex Kerr was born in the US in 1952, and made his first trip to Japan in 1964. He graduated from both Yale University and Oxford University with majors in Japan Studies and Chinese Studies. He moved to Kameoka, Kyoto Prefecture in 1977, continuing to lecture and write on the culture of Kyoto and other areas of Japan. He published *Utsukushiki Nihon no Zanzō* (Shinchosha Publishing) in 1993, which was published the following year in English as *Lost Japan*. The work made him the first non-Japanese to receive the Shincho Gakugei Literature Prize for non-fiction. Since 1997, Kerr has been continuing his cultural work while splitting his time between Kyoto and Bangkok. He currently serves as a consultant for municipal tourism promotion efforts across Japan, including the village of Totsukawa in Nara Prefecture, the towns of Utazu and Nio in Kagawa, and Miyoshi City in Tokushima.

Website: [www.alex-kerr.jp](http://www.alex-kerr.jp) (Japanese)

### Chef: Yoshiaki Takazawa



Yoshiaki Takazawa was born in Tokyo in 1976. In 2005, he opened his own restaurant, ARONIA DE TAKAZAWA in the Akasaka district of his native city. The tiny establishment started by serving just one seating of two tables a night, gradually making it impossible to get a reservation. TAKAZAWA was selected as one of the World's Top Ten Life-changing Restaurants by the American magazine *Food & Wine*. In May 2012, Takazawa eliminated the obscure “chokeberry” name from his restaurant, hoping to propel himself further in the industry by simply using his own moniker. This year, TAKAZAWA was selected as one of Asia's 50 Best Restaurants 2013. Takazawa's world is poised to take its place on the international stage, with its modern reinterpretations of the best that Japan's climate, people, ingredients, and traditions have to offer.

Website: [www.takazawa-y.co.jp](http://www.takazawa-y.co.jp)

Commentary: *Allow me to invite you into a vast, mystical world—an otherworldly space where you can indulge all five senses in culinary delights that sing with the sights, sounds, and culture of the land and its people.*

■ DINING OUT SADO with LEXUS: Event overview



- Schedule Tour A: October 19–20, 2013 (Saturday/Sunday)  
Tour B: October 20–21, 2013 (Sunday/Monday)  
*Note: Only two Iya tours will be offered*
- Availability Tours limited to 40 participants each (total of 80 slots available)
- Location Higashi-Iya area in Miyoshi City, Tokushima Prefecture  
Kitaya, the largest samurai residents in the Iya area (outdoor restaurant)  
*Note: Detailed travel schedule TBA, including final restaurant location*
- Special guests Japanologist Alex Kerr  
Hajime Yoneda (owner and chef, HAJIME restaurant)
- Description This event is the result of collaboration between Alex Kerr, a leading Japanologist working to preserve Japan's traditional culture, and Hajime Yoneda, a renowned chef known for his elaborate and takes on food, which employ technical virtuosity and innovation to achieve uncompromising culinary perfection. His restaurant earned three Michelin stars in a record seventeen months.  
*Note: Details TBA*
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- Hosted by DINING OUT project
- Official sponsor Lexus (<http://lexus.jp>)
- Official website [www.diningout.jp](http://www.diningout.jp)
- Ticket sales and inquiries JTB Royal Road Ginza  
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Website: [www.alex-kerr.jp](http://www.alex-kerr.jp) (Japanese)

### Chef: Hajime Yoneda



Hajime Yoneda was born in Osaka in 1972. After graduating university, he had a career in computer engineering prior to entering the culinary world. In May 2008, he opened his Hajime RESTAURANT GASTRONOMIQUE OSAKA JAPON with dreams of creating a truly superb dining establishment. Yoneda's elaborately designed dishes feature technical virtuosity, innovation, and uncompromising culinary perfection to express his grand worldview—earning him high regard in global culinary circles. In 2009, his restaurant set the record for receiving three Michelin stars in the shortest time ever—just seventeen months after it opened. It was awarded several international rankings in May 2012—including the Foodie Top 100 Restaurants and Asia's 50 Best Restaurants—propelling Yoneda forward to become one of the most highly celebrated chefs in the world today.

Website: [www.hajime-artistes.com](http://www.hajime-artistes.com)

Commentary: *Allow me to present you with cuisine that captures the loftiest ideals of Iya... its sky, its land, its water, its wind...*