

USDA Foreign Agricultural Service

GAIN Report

Global Agricultural Information Network

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The 2nd United Tastes of America Asian Chef Challenge

Report Categories:

Agricultural Trade Office Activities

Market Promotion/Competition

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Report Highlights:

U.S. agricultural products were promoted and marketed across five Asian countries under the United Tastes of America (UTOA) banner, which gave U.S. food products exposure to hotel and restaurant chefs and the media.

General Information:

Global Based Initiative Introduction

This project was a U.S. MEF led Global Based Initiative which was organized in cooperation with several ATOs. It was supported by a total of 72 cooperator offices from Hong Kong, Taipei, Tokyo, Seoul and cities across China as well as ATOs in those cities. Cooperators donated food samples for the chefs to use in the competition, helped to advertise the competition, participated in events and interacted with participating chefs.



Notable Information

- ❖ 72 cooperator offices across five Asian countries participated.
- ❖ 326 chefs registered to participate in the nine preliminary competitions.
- ❖ The contest generated over \$650,000 in media value.

North Asian Competitions in Beijing, Hong Kong, Seoul, Taipei and Tokyo

UTOA was a competition for professional chefs who used high-quality U.S. food ingredients to prepare gourmet dishes. Competitions in China, Hong Kong, Seoul, Taipei and Tokyo that began in November 2015 generated entries from very high level chefs. In total, 326 chefs registered to enter these competitions.

The first step for contestants was to develop recipes using all the mandatory ingredients in each country. In this stage the chefs had to not only list ingredients but also describe the taste and highlights of the recipe. The judges selected the chefs who submitted the best recipes to go on to the finals for each country.



Photo from Beijing Competition



Hong Kong Champions

The ATOs in Guangzhou, Hong Kong, Seoul, Taipei and Tokyo weren't the only posts to participate in the management of the competitions. In China, the competition was also supported by Beijing, Shenyang, Shanghai, and Chengdu, so the competition involved a total of nine posts.

Benefits of the Competition

The two main benefits of the competition for cooperators were the exposure of their ingredients to the 326 chefs and their associates, who all had to experiment with the mandatory ingredients in order to come up with unique recipes as well as the media exposure their products gained through coverage of the competition.

For example, the Japanese chefs mentioned that they really liked Colby Jack cheese, something they had never worked with before. Almost all the chefs were surprised to see the beautiful and quite large Oregon Colossal Onions for the first time. Perhaps one of the most notable comments was from Team Beijing, which mentioned how wonderful it was to use U.S. beef, because it is still not allowed to be imported into mainland China.

On the media front, ATO Hong Kong used Facebook to reach over 5,500 people, creating a network of chefs that were supportive of U.S. ingredients. Similarly, ATO Taipei generated over \$200,000 worth of media exposure, while Tokyo generated \$455,015 of media exposure. In Seoul, 55 articles about the competition appeared in the news and an additional 43 blogs were broadcasted. Beijing reported 100 million hits on UTOA articles.

Prior to the Tokyo Competition, ATO held a media event at the Ambassador's residence to promote the competition and also show a healthier image of American food. During this event, EMR Chef Marybeth Boller and Chef Fumio Yonezawa, the first UTOA Tokyo Champion, discussed health trends in America. The renowned Fujisan Magazine Company extensively covered the event in their magazine called Shokuhin Shougyou (Food Industry) and highlighted ingredients such as kale and oatmeal as well as eating styles such as brunch and the growing culinary delivery services. The estimated value of this article alone was \$5000.



The three largest value-generating media coverage of the competition in Japan

1. Television Kanagawa (State TV station) 9 minute 45 second segment of the Tokyo Competition. All the cooperator products were introduced and shown. Value \$ 178,285.
2. FM Setagaya (Tokyo district) Radio 10 minute interview with the ATO. Value \$65,714.
3. Yahoo! Japan article by Judge Toryu. Value \$19,048.



アメリカ食材、料理コンクールでアジアへ羽ばたくJudge Toryu

東龍 | ブッフェ評論家・グルメジャーナリスト 2016年2月19日 16時30分配信



Actual design posted on Yahoo Japan

Here is an example of a posted website article found at Kamelio.

カメリオ > Value-Press > 第2回 United Tastes of America 東京大会東京ディズニーランドホテルレストラン「カンナ」が優勝、東京代表としてアジア大会に進出！

第2回 United Tastes of America 東京大会 東京ディズニーランドホテル レストラン 「カンナ」が優勝、東京代表としてアジア 大会に進出！

ValuePress1



アメリカ大使館 農産物貿易事務所（ATO）／米国食肉輸出連合会（US MEF）は、2016年2月10日（水）、服部栄養専門学校（東京都渋谷区）にて、プロのための料理コンテスト「第2回 United Tastes of America 東京大会」を開催し、優勝チームを選出いたしましたのでここに報告い.....

Discussion about mandatory ingredients

In order to highlight as many cooperator products as possible, ATO Tokyo contacted all cooperators with representation in Japan as well as a few in without representatives, in order to offer them the opportunity to include their products and promote their organizations through this competition. The response was so high that we had to limit the entries to one per cooperator, in order to make it practical for the chefs to use all of them. In the end 19 cooperator ingredients were on the mandatory ingredient list, included here.

List of Mandatory Ingredients (19 items)

Mandatory Ingredients	Number	Reference URL
①American beef (rib eye roll)	1	U.S. Meat Export Federation http://www.americanmeat.jp/
②American pork (tenderloin)	1	
③Chicken thigh with bone	1	USA Poultry & Egg Export Council http://www.usapeec-jp.com/
④Alaskan Pacific Cod	1	Alaska Seafood Marketing Institute http://www.alaskaseafood.org/
⑤Californian rice (Calrose)	1	USA Rice Federation http://www.usarice-jp.com/about/middle.html
⑥Colby jack cheese	1	U.S. Dairy Export Council http://www.usdec.org/

⑦ Cream cheese	1	California Milk Advisory Board (CMAB) http://www.marketmakers.co.jp/service/
⑧ Chickpea	1	US Dry Bean Council http://www.usdrybeans.com/
⑨ Soy milk	1	U.S. Soybean Export Council http://japan.ussec.org/
⑩ Almond milk (unsweetened)	1	Blue Diamond Growers http://almondbreeze.jp/
⑪ Onion	1	State of Oregon, Department of Agriculture http://oda.state.or.us/information/AQ/AQFall99/07.html
⑫ Kale	1	California Agricultural Export Council http://www.caec.net/
⑬ Sunkist lemon	1	Sunkist http://jp.sunkist.com/
⑭ Chopped peanut	1	American Peanut Council http://www.peanutsusa.jp/apc/US
⑮ Californian walnut LHP (Light Halves & Pieces)	1	California Walnut Commission http://www.californiakurumi.jp/index.php
⑯ Fig	1	California Fig Advisory Board http://www.californiafigsjapan.com/
⑰ Californian prune (dried)	1	California Prune Board http://www.prune.jp/
⑱ Californian raisin	1	California Raisins http://www.raisins-jp.org/about.html
⑲ Californian olive oil	1	California Olive Oil Council https://www.cooc.com/

Additional cooperator products were also included in the Common Ingredient list. Those products were Alaskan Salmon (ASMI), dehydrated potato (USPB), celery (CAEC), Romaine lettuce (CAEC), Broccoli (CAEC), and orange (Sunkist). These ingredients were optional for the chefs to use.

Tokyo Competition

This year, the Tokyo competition included teams from across Japan, including Fukuoka and the northern island of Hokkaido. Most teams cooked western or fusion cuisine, but one team, from Kintsuta restaurant, focused solely on Japanese cuisine. Head chef Moriyama trained and cooked in a Japanese restaurant in New York. He heard about this contest through an association with our previous UTOA Japan winner, Fumio Yonezawa.

Award Ceremony for Tokyo Competition

In a tense atmosphere, the results were announced for Second Runner up, First Runner up, and the winner. Trophies and certificates were presented to these three teams. The winner was awarded round trip airline tickets, lodging and VIP invitations to Feast Portland, <http://www.feastportland.com/>, which was donated by Feast Portland and the Oregon Department of Agriculture. This award was presented to the chefs by Miss Oregon, Ali Wallace.



Tokyo Results

Winner

Milial Resort Hotels Tokyo Disney Land Hotel Restaurant "Canna" (Urayasu, Chiba)

Susumu Ogashiwa and Shinji Nagano

First Runner up

Rihga Royal Hotel (Osaka) Restaurant Chambord (Kita-ku, Osaka)

Tomohiko Murakami and Naoki Nagai

Second Runner up

Fujiya Hotel (Hakone, Kanagawa)

Nenji Ohno and Hiroyuki Yagishita

Remarks from Chef Ogashiwa, Tokyo Disney Land Hotel, Canna:

"For the appetizer and soup, we wanted to use basic and classic culinary techniques and then add our own unique tastes and techniques to create genuine original dishes. For the dessert item we used cutting-edge techniques. We also wanted our presentation to be dynamic, but delicate using the color of the ingredients creating the "American style" according to our understanding.

General Comments from Judges



Alan Palmer, Head Judge
Global Culinary Competition Coordinator

Every team participating in this competition provided wonderful menus consisting of four dishes each, using 18 fresh American ingredients. We chose one team that deserved to compete in the final round. The winners

should start preparing for the Asian Competition to be held in 6 weeks. We understand that they have daily work assignments, however they should be well prepared to compete against other teams from four regions, as the representative of all the teams that participated in Tokyo Competition.

Tsukihiko Sato, Judge

Head professor of Western cuisine,
Hattori Nutrition College

I still remember one appetizer and one soup after the competition. I all the desserts were good. To win a cooking competition, it is a strategy to ask for advice from someone who has attended competitions in the past.



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good

Craig White, Judge

The Better Table

ur company mainly uses American meat. In this competition, quality meat was provided. I have two pieces of advice regarding for an entrée.

1. Entrées were beautifully presented. However, a great entrée can be made by simply seasoning with salt and pepper, getting the best out of ingredients.

2. Consider the serving timing, and attention should be paid to temperatures of meat and plate". All the plates were cold this

All 10 teams were great. I am looking forward to their future



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Toryu, Judge

Food critic, gourmet journalist

Unlike the other judges, I don't have experience as a chef.

I judged from the viewpoint of the food media, which is my specialty, however my votes were almost the same as the other judges. There were some wonderful dishes from the teams that did not win any prize. Food articles can be written on them.

North Asia Chef Challenge Grand Finale

Participants

Beijing Yi House Art Hotel Mars Liu Peng, GeorgJensen restaurant Bin Wang

Hong Kong Sheraton Hong Kong Hotel & Towers Tang Chun Man, Sit Ka Keung, Derek

Seoul Chef Culinary Academy Seoul Ahn Jong Sun, Kyoungseob Song

Taipei Kaipin Culinary School Peng Sheng Tung, Chien Yu Ming

Tokyo Tokyo Disneyland Hotel restaurant Canna Susumu Ogashiwa, Shinji Nagano

Description of the competition

The day before the competition, the ATO organizers met with the chefs at the Hattori Nutrition College facilities to tour the kitchen, inspect the ingredients, review the rules and schedule, and answer any questions from the chefs.

Following the pre-challenge preparation day, all chefs gathered for a reception to meet the other teams and cooperator representatives.

Judges

On the day of the competition, the judges convened at 11:00 am to review the regulations and to understand the judging criteria.

Alan Palmer	Global Culinary Competition Coordinator
Marybeth Boller	U.S. Embassy Ambassador Residence Chef
Adam Noffsinger	Grand Hyatt Tokyo, Oak Door, Executive Chef
Nancy Singleton Hachisu	Culinary Professional
Craig White	President, The Better Table



Nancy Singleton Hachisu



Adam Noffsinger



Marybeth

Remarks from the judges

“All the U.S. ingredients were perfect. The chefs should be able to cook something fantastic.”

“Every chef worked extremely hard. All the teams deserve to win.”

“At the end, it’s the taste”

Award Ceremony

Awards were presented for the Second Runner up, the First Runner up and the Winner, as well as best appetizer, best soup, best entrée, and best dessert.

Final Results



Winner: Team Beijing
Liu Peng and Wang Bin
Yi-House Art Hotel / GeorgJensen Restaurant



First Runner up: Team Tokyo
Susumu Ogashiwa and Shinji Nagano
Tokyo Disneyland Hotel restaurant Canna



Second Runner up: Team Hong Kong
Tang Chun Man and Sit Ka Keung, Derek
Sheraton Hong Kong Hotel & Towers

The Champions from Team Beijing received two round-trip flight tickets to the United States. They will participate in a culinary study tour that includes visits to culinary schools, farms and other agriculture themed events, which was donated by the Organic Trade Association.

Comments from Team Beijing

About the UTOA Chef Challenge: Competing and interacting with chefs from other countries provided a great learning experience.

About U.S. agricultural ingredients: Many of the competition U.S. ingredients are popular in Beijing. We use many of these ingredients in our restaurants. We are looking forward to continuing to use U.S. ingredients and explore new culinary applications.

About winning the UTOA Chef Challenge: We approached the competition as if we were preparing and serving our hotel guests. It was important for us to imagine us preparing and serving U.S. ingredients to entertain our hotel guests. We didn't want to feel as if we were preparing food to be judged. Our success was most likely a combination of our daily pursuit of improvement and great team work.

Key Points

1. 326 chefs were exposed to the list of America ingredients and used many during the competition.
2. Team Beijing used U.S. beef for the first time.
3. Taipei and Tokyo media values reached over \$650,000. In Tokyo, the most high-profile exposure was a 10 minute segment on a major television station Kanazawa TV, and the number 1 newspaper, Yomiuri Shinbun.
4. The contest found new potential users and introduced them to many different cooperators.
5. Oregon Colossal Onion made a splash. The importer is meeting with restaurants from the competition already. One major retail store, Queens Isetan, is also considering featuring the onions. This was a result of having display samples of the onions at the competition to exhibit to potential buyers, which would not have occurred without UTOA.

Winners: Team Beijing, China



【Appetizer】

Beijing style Alaskan sea beam,
With tomato and citrus jam and herb salad



【Entrée】

Sanxia style chicken, pork, and beef,
With chick pea and carrot puree, and vegetables
(Steamed chicken with fried peanuts, Stuffed prune with
American pork tenderloin, American beef rib eye baked in
low-temperature oven with balsamic and raisin sauce,
Soy sauce fond de veau sauce, Chick pea and carrot
puree, Mushroom and green asparagus)



【Soup】

Yellow-River style onion soup,
With Colby-Jack cheese soufflé



【Dessert】

Lemon cheese salt mousse, Vanilla tofu, Almont panna
cotta, Walnut and berry jam, with Poprice and apple.

Team Japan



【Appetizer】

Tossed citrus chicken and celery salad
With peanut cream
Crispy waffle of Calrose rice and asparagus, served
with apple mustard
butter



【Entrée】

Yuzu (Japanese citron) flavored Grilled
American rib eye roll with cream cheese
Miso Garlic and Mushroom dip with scorched soy sauce
crumble



【Soup】

Smoked paprika flavored onion and pork
soup, Served with fishcake gratin of
Alaskan Pacific cod and salmon.



【Dessert】

Cherry blossom flavor soymilk blancmange
and marshmallow, Chick peas and dried
fruit ice cream Mont Blanc style with orange
flavored California olive as an accent

Team Hong Kong



【Appetizer】

Sous-vide Black Cod Fillet stuffed with Black Olive, Crispy Rice on Top Deep-Fried Seafood Cake with Wasabi Cream sauce Tomato Custard, Cranberry Vinegar.



【Entrée】

US Pork Fillet Stuffed with Prune Puree
Rolled with Peanut, Prune Jam Grilled
US Rib Eye Fillet served with Chicken Peas Puree Stir-fried Celery, Broccoli, Green Asparagus
Onion Potato Foam



【Soup】

White Mushroom Soymilk Soup
Soy Milk Custard, Crispy Basil



【Dessert】

Apple tart with Almond Cream Custard
Lemon Parfait, Caramel Fruit and Nut,
Raspberry Sauce

Team Korea



【Appetizer】

Basil flavor cod roulade wrapped with salmon mousse, cod confit, Orange Salsa, lemon gel, lemon dressing, Paprika ketchup



【Entrée】

Baked beef, with herb crust, Stuffed pork roulade with apple diet, mushroom Risotto, Potato churros, thyme jus



【Soup】

Vichyssoise style potato soup, chick pea Stew with chicken thigh, Calrose rice chip, Almond foam



【Dessert】

Lemon cheese mousse filled with apple Mousse and sabre caramel cremeux Topped on marron, walnut tuile, Lemon crumble, ice cream

Team Taipei



【Appetizer】

Poached herb-crusted cod with smoked red pepper sauce and pan-fried batter-crusted cod and salmon with watercress sauce, raspberry pearl and wine vinaigrette



【Entrée】

Pan-fried U.S rib eye steak, red wine braised shallot, red wine sauce, beef risotto and sous vide pork tenderloin with jack cheese stuffed with walnut, celery sauce



【Soup】

Chickpea cream soup with chicken roll and romaine, crispy Calrose rice chip



【Dessert】

Blueberry cream cheese bavarois with almond sponge cake, caramel peanuts, raspberry pearl and lemon flavor raisin cheese cake, figs poached in red wine, lemon sauce

Best Dish by Category



Best Appetizer (Team Seoul)

「Basil flavor cod roulade wrapped with salmon mousse, cod confit, Orange salsa, lemon gel, lemon dressing, paprika ketchup」



Best Soup (Team Taipei)

「Chickpea cream soup with chicken roll and romaine, crispy Calrose rice chip」



Best Entrée (Team Tokyo)

「Yuzu (Japanese citron) flavored Grilled American rib eye roll with cream cheese miso Garlic and Mushroom dip with scorched soy sauce crumble」



Best Dessert (Team Hong Kong)

「Apple Tart with Almond Cream Custard Lemon Parfait, Caramel Fruit & Nut, Raspberry Sauce」

United Tastes of America 広告換算値 ご報告書

掲載日	カテゴリ	媒体名	タイトル/URL	広告換算費
2015/8/5	WEB	インターネットコム	http://internetcom.jp/release/1204370.html	¥20,000
2015/8/5	WEB	ketchapp	http://ketchapp.jp/nr/51522.html	¥20,000
2015/8/5	WEB	FineNews Today	http://www.finenews-today.com/release_146455_1.html	¥20,000
2015/8/5	WEB	デジタルガジェット新聞	http://www.digitalgadgetnews.com/release_146455_1.html	¥20,000
2015/8/5	WEB	チェッカーズ!	http://www.checker-s.com/release_146455_1.html	¥20,000
2015/8/5	WEB	自作PC通信	http://www.jisakupcnews.com/release_146455_1.html	¥20,000
2015/8/5	WEB	iPad News	http://www.ipadnews.jp/release_146455_1.html	¥20,000
2015/8/5	WEB	MarkeZine	http://markezone.jp/release/detail/522653	¥20,000
2015/8/5	WEB	gooビジネスEX	http://bizex.goo.ne.jp/release/detail/789160/	¥20,000
2015/8/5	WEB	SEO TOOLS	http://www.seotools.jp/news/id_146455.html	¥20,000
2015/8/5	WEB	Bizloop	http://www.bizloop.jp/release/VP146455/	¥20,000
2015/8/5	WEB	ビズサムライ	http://www.biz-samurai.com/release/detail/146455/	¥20,000
2015/8/5	WEB	総務の森	http://www.soumunomori.com/pressrelease/detail/pr-44646/	¥20,000
2015/8/5	WEB	伝説の営業マン	http://www.topsalesman.net/press/index.php?id=78530	¥20,000
2015/8/5	WEB	potaru	http://potaru.com/news/article/valuePress-200400117918.html	¥20,000
2015/8/5	WEB	アライアンスニュース	http://aln.p-db-m.com/release_vfr/66754.html	¥20,000
2015/8/5	WEB	産学連携ニュース	http://www.san-gaku-renkei.com/release_146455_1.html	¥20,000
2015/8/5	WEB	オトナの会社設立	http://www.otonano-kaisha.com/release_146455_1.html	¥20,000
2015/8/5	WEB	ネット選挙ドットコム	http://www.net--election.com/release_146455_1.html	¥20,000
2015/8/5	WEB	Chu-Kans	http://www.chu-kans.com/release_146455_1.html	¥20,000
2015/8/5	WEB	インターシップニュース	http://www.internship-news.net/release_146455_1.html	¥20,000
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2015/8/5	WEB	ValuePress!	https://www.value-press.com/pressrelease/146455	¥20,000
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2015/8/5	WEB	ベンチャープラス	http://venture-plus.com/news/90068	¥20,000
2015/8/5	WEB	エヌプラス・ニュースリリース	http://news.nplus-inc.co.jp/index.php?number=283914&action=ViewDetail	¥20,000
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2015/8/5	WEB	PR today	http://www.pr-today.net/vp-pressrelease-146455/58702	¥20,000
2015/8/5	WEB	Daily News Online	http://dailynewsonline.jp/article/997357/	¥20,000
2015/8/5	WEB	アラサーマン	http://www.ala30.net/release_146455_1.html	¥20,000
2015/8/5	WEB	ResearchNews [リサーチニュース]	http://www.research-news.jp/release_146455_1.html	¥20,000
2015/8/5	WEB	Twitnews(ツイットニュース)	http://www.twitnews.jp/release_146455_1.html	¥20,000
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2015/8/5	WEB	mixiappsnews(ミクシアップスニュース)	http://www.mixiappsnews.com/release_146455_1.html	¥20,000
2015/8/5	WEB	遊びに行こうぜ!	http://www.asobiniikoze.com/release_146455_1.html	¥20,000
2015/8/5	WEB	パロパロ	http://www.paroparone.com/release_146455_1.html	¥20,000
2015/8/5	WEB	満点笑	http://www.mantenshou.com/release_146455_1.html	¥20,000
2015/8/5	WEB	Level High!	http://www.level-high.com/release_146455_1.html	¥20,000
2015/8/5	WEB	オモーション	http://www.omo-shon.com/release_146455_1.html	¥20,000

第2回UTOA 広告換算値

2015/8/5	WEB	イベニュー	http://www.evenew.net/release_146455_1.html	¥20,000
2015/8/5	WEB	G-Renda	http://www.g-renda.com/release_146455_1.html	¥20,000
2015/8/5	WEB	テレネック	http://www.teleneck.com/release_146455_1.html	¥20,000
2015/8/5	WEB	オトさが	http://www.otosaga.com/release_146455_1.html	¥20,000
2015/8/5	WEB	二次元新聞	http://www.2dnews.net/release_146455_1.html	¥20,000
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2015/8/5	WEB	モテまんがな	http://www.motemangana.com/release_146455_1.html	¥20,000
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2015/8/5	WEB	大人の社会見学ニュース	http://www.shakai-kengaku.com/release_146455_1.html	¥20,000
2015/8/5	WEB	障害者雇用インフォメーション	http://www.challenged-info.com/release_146455_1.html	¥20,000
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2015/8/5	WEB	女の悩みドットコム	http://www.onnanonayami.com/release_146455_1.html	¥20,000
2015/8/5	WEB	おごりまっせ	http://www.ogorimasse.com/release_146455_1.html	¥20,000
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2015/8/5	WEB	日刊!目のニュース	http://www.daily-eye-news.net/release_146455_1.html	¥20,000
2015/8/5	WEB	チャリティニュース	http://www.charity-news.net/release_146455_1.html	¥20,000
2015/8/5	WEB	マピオン	http://www.mapion.co.jp/news/release/vp146455/	¥20,000
2015/8/5	WEB	ブックP R ネット	http://www.books-pr.com/release_146455_1.html	¥20,000
2015/8/5	WEB	お〜い高知	http://www.kochi-news.net/release_146455_1.html	¥20,000
2015/8/5	WEB	まちづくりニュース	http://www.machi-news.net/release_146455_1.html	¥20,000
2015/8/5	WEB	Snacks!	http://www.snack-news.com/release_146455_1.html	¥20,000
2015/8/5	WEB	麺にゅ〜	http://www.men-new.com/release_146455_1.html	¥20,000
2015/8/5	WEB	スイーツマガジン	http://www.sweetsmagazine.net/release_146455_1.html	¥20,000
2015/8/5	WEB	エミダスニュース	http://www.nc-net.or.jp/news/view/5419/	¥20,000
2015/8/5	WEB	留学ニュース.com	http://www.ryugaku-news.com/release_146455_1.html	¥20,000
2015/10/3	WEB	Food Labo	http://ss-foodlabo.com/	¥100,000
2015/9/15	WEB	東京カレンダー	プロ料理人エントリー募集中!第2回ユナイテッド・テイスト・オブ・アメリカ	¥200,000
2015/8/20	雑誌	月刊食堂	第2回United Tastes of America北アジア大会募集開始のご案内	¥25,200
2015/10/18	雑誌	サンデー毎日	プロのための料理コンテスト「第2回ユナイテッド・テイスト・オブ・アメリカ アジア大会」参加者募集	¥133,360
2015/10/15	雑誌	週刊新潮	プロの料理人が対象 料理コンテスト開催される	¥120,000
2015/9/19	新聞	スポーツ報知	第2回米国料理コンテスト参加者募集中	¥354,300
2015/10/1	新聞	読売新聞(夕刊)	アメリカ食材で作る「最高の食事」プロ料理人対象にATOがコンテスト	¥2,819,600
2015/10/8	新聞	サンケイスポーツ	プロの料理人を対象にした料理コンテスト「〜美味なるアメリカ〜」参加者募集	¥554,400
2015/10/21	新聞	夕刊フジ	プロ料理人を対象のコンテスト 31日まで参加者募集中	¥1,185,000
小 計				¥6,971,860
2016/2/7	ラジオ	FM世田谷	第2回United Tastes of America 米国大使館農産物貿易事務所 青木純夫氏インタビュー	¥6,900,000
2016/2/12	TV	テレビ神奈川	「ありがとッ!」第2回ユナイテッド・テイスト・オブ・アメリカ 東京大会 (露出尺:9分45秒)	¥18,720,000
2016/2/15	WEB	地球の歩き方		¥1,280,000
2016/2/19	WEB	インターネットコム	http://internetcom.jp/release/1531821.html	¥20,000
2016/2/19	WEB	ketchapp	http://ketchapp.jp/nr/58876.html	¥20,000
2016/2/19	WEB	FineNews Today	http://www.finenews-today.com/release_157422_1.html	¥20,000
2016/2/19	WEB	チェッカーズ!	http://www.checker-s.com/release_157422_1.html	¥20,000
2016/2/19	WEB	MarkeZine	http://markezine.jp/release/detail/581118	¥20,000
2016/2/19	WEB	gooビジネスEX	http://bizex.goo.ne.jp/release/detail/856227/	¥20,000

第2回UTOA 広告換算値

2016/2/19	WEB	SEO TOOLS	http://www.seotools.jp/news/id_157422.html	¥20,000
2016/2/19	WEB	Bizloop	http://www.bizloop.jp/release/VP157422/	¥20,000
2016/2/19	WEB	Startup	http://www.s-venture.jp/release/cont/20189/	¥20,000
2016/2/19	WEB	総務の森	http://www.soumunomori.com/pressrelease/detail/pr-44814/	¥20,000
2016/2/19	WEB	伝説の営業マン	http://www.topsalesman.net/press/index.php?id=91687	¥20,000
2016/2/19	WEB	potaru	http://potaru.com/news/article/valuePress-200400120937.htm	¥20,000
2016/2/19	WEB	産学連携ニュース	http://www.san-gaku-renkei.com/release_157422_1.html	¥20,000
2016/2/19	WEB	オトナの会社設立	http://www.otonano-kaisha.com/release_157422_1.html	¥20,000
2016/2/19	WEB	ネット選挙ドットコム	http://www.net--election.com/release_157422_1.html	¥20,000
2016/2/19	WEB	Chu-Kans	http://www.chu-kans.com/release_157422_1.html	¥20,000
2016/2/19	WEB	インターンシップニュース	http://www.internship-news.net/release_157422_1.html	¥20,000
2016/2/19	WEB	ネットベンチャーニュース	http://www.netventure-news.com/release_157422_1.html	¥20,000
2016/2/19	WEB	BusinessItem通信	http://www.business-item.com/release_157422_1.html	¥20,000
2016/2/19	WEB	投資信託最新情報	http://www.japan-market.jp/release_157422_1.html	¥20,000
2016/2/19	WEB	海外投資最新情報	http://www.kigyo-kaigyo.jp/release_157422_1.html	¥20,000
2016/2/19	WEB	ValuePress!	https://www.value-press.com/pressrelease/157422	¥20,000
2016/2/19	WEB	VFリリース	http://release.vfactory.jp/release/69839.html	¥20,000
2016/2/19	WEB	IB Times	http://jp.ibtimes.com/press-release/20160220/1648950	¥20,000
2016/2/19	WEB	エヌプラス・ニュースリリース	http://news.nplus-inc.co.jp/index.php?number=311388&action	¥20,000
2016/2/19	WEB	財經新聞	http://www.zaikei.co.jp/releases/330461/	¥20,000
2016/2/19	WEB	PR today	http://www.pr-today.net/vp-pressrelease-157422/69929	¥20,000
2016/2/19	WEB	Daily News Online	http://dailynewsonline.jp/article/1092091/	¥20,000
2016/2/19	WEB	カメリオ	https://web.kamel.io/article/8854667874327900101	¥20,000
2016/2/19	WEB	アラサーマン	http://www.ala30.net/release_157422_1.html	¥20,000
2016/2/19	WEB	ResearchNews [リサーチニュース]	http://www.research-news.jp/release_157422_1.html	¥20,000
2016/2/19	WEB	Twitnews(ツイットニュース)	http://www.twitnews.jp/release_157422_1.html	¥20,000
2016/2/19	WEB	リフアイド ニュース	http://news.leaf-hide.jp/release_157422_1.html	¥20,000
2016/2/19	WEB	mixiappsnews(ミクシアップスニュース)	http://www.mixiappsnews.com/release_157422_1.html	¥20,000
2016/2/19	WEB	遊びに行こうぜ!	http://www.asobiniikoze.com/release_157422_1.html	¥20,000
2016/2/19	WEB	パロパロ	http://www.paroparoneews.com/release_157422_1.html	¥20,000
2016/2/19	WEB	満点笑	http://www.mantenshou.com/release_157422_1.html	¥20,000
2016/2/19	WEB	Level High!	http://www.level-high.com/release_157422_1.html	¥20,000
2016/2/19	WEB	オモーション	http://www.omo-shon.com/release_157422_1.html	¥20,000
2016/2/19	WEB	イベニュー	http://www.evenew.net/release_157422_1.html	¥20,000
2016/2/19	WEB	G-Renda	http://www.g-renda.com/release_157422_1.html	¥20,000
2016/2/19	WEB	テレネック	http://www.teleneck.com/release_157422_1.html	¥20,000
2016/2/19	WEB	オトさが	http://www.otosaga.com/release_157422_1.html	¥20,000
2016/2/19	WEB	断食コム	http://www.fast-fasting.com/release_157422_1.html	¥20,000
2016/2/19	WEB	今にみてるよドットコム	http://www.imanimiteroyo.com/release_157422_1.html	¥20,000
2016/2/19	WEB	モチまんがな	http://www.motemangana.com/release_157422_1.html	¥20,000
2016/2/19	WEB	スマホ&モバイルクーポン最新情報	http://www.ktai-coupon.com/release_157422_1.html	¥20,000
2016/2/19	WEB	レンタル&シェアニュース	http://www.rental-share.com/release_157422_1.html	¥20,000
2016/2/19	WEB	大人の社会見学ニュース	http://www.shakai-kengaku.com/release_157422_1.html	¥20,000
2016/2/19	WEB	障害者雇用インフォメーション	http://www.challenged-info.com/release_157422_1.html	¥20,000
2016/2/19	WEB	子育て支援ニュース	http://www.ikuji-support.com/release_157422_1.html	¥20,000
2016/2/19	WEB	防災グッズマガジン	http://www.disaster-goods.com/release_157422_1.html	¥20,000
2016/2/19	WEB	女の悩みドットコム	http://www.onnanonayami.com/release_157422_1.html	¥20,000
2016/2/19	WEB	おごりまっせ	http://www.ogorimasse.com/release_157422_1.html	¥20,000
2016/2/19	WEB	ドロヌマ	http://www.doronumanews.com/release_157422_1.html	¥20,000
2016/2/19	WEB	ベスト&ワースト	http://www.best-worst.net/release_157422_1.html	¥20,000
2016/2/19	WEB	税金と保険の情報サイト	http://www.tax-hoken.com/release_157422_1.html	¥20,000
2016/2/19	WEB	日刊!目のニュース	http://www.daily-eye-news.net/release_157422_1.html	¥20,000
2016/2/19	WEB	チャリティニュース	http://www.charity-news.net/release_157422_1.html	¥20,000
2016/2/19	WEB	マピオン	http://www.mapion.co.jp/news/release/vp157422/	¥20,000
2016/2/19	WEB	ブックPRネット	http://www.books-pr.com/release_157422_1.html	¥20,000
2016/2/19	WEB	おへい高知	http://www.kochi-news.net/release_157422_1.html	¥20,000
2016/2/19	WEB	まちづくりニュース	http://www.machi-news.net/release_157422_1.html	¥20,000
2016/2/19	WEB	Snacks!	http://www.snack-news.com/release_157422_1.html	¥20,000

第2回UTOA 広告換算値

2016/2/19	WEB	麺にゅ〜	http://www.men-new.com/release_157422_1.html	¥20,000
2016/2/19	WEB	エミダスニュース	http://www.nc-net.or.jp/news/view/6052/	¥20,000
2016/2/19	WEB	留学ニュース.com	http://www.ryugaku-news.com/release_157422_1.html	¥20,000
2016/2/19	WEB	エクセレントベンチャーを探せ	http://excellent.p-db.com/pressrelease/32548/	¥20,000
2016/2/19	WEB	Yahoo!Japanニュース（個人）	http://bylines.news.yahoo.co.jp/toryu/20160219-00054514/	¥2,000,000
2016/2/26	WEB	Omosan Street	http://www.omosan-st.com/special/article/4712/	¥250,000
2016/3/11	雑誌	週刊ホテルレストラン	第2回United Tastes of America東京大会の優勝チームが東京ディズニーランドホテルに決定	¥200,000
2016/3/24	WEB	インターネットコム	http://internetcom.jp/release/1631160.html	¥20,000
2016/3/24	WEB	ketchapp	http://ketchapp.jp/nr/60120.html	¥20,000
2016/3/24	WEB	FineNews Today	http://www.finenews-today.com/release_159416_1.html	¥20,000
2016/3/24	WEB	チェッカーズ!	http://www.checker-s.com/release_159416_1.html	¥20,000
2016/3/24	WEB	MarkeZine	http://markezone.jp/release/detail/592476	¥20,000
2016/3/24	WEB	gooビジネスEX	http://bizex.goo.ne.jp/release/detail/869595/	¥20,000
2016/3/24	WEB	SEO TOOLS	http://www.seotools.jp/news/id_159416.html	¥20,000
2016/3/24	WEB	Bizloop	http://www.bizloop.jp/release/VP159416/	¥20,000
2016/3/24	WEB	総務の森	http://www.soumunomori.com/pressrelease/detail/pr-44848/	¥20,000
2016/3/24	WEB	伝説の営業マン	http://www.topsalesman.net/press/index.php?id=94159	¥20,000
2016/3/24	WEB	potaru	http://potaru.com/news/article/valuePress-200400121478.html	¥20,000
2016/3/24	WEB	startup	http://www.s-venture.jp/release/cont/20741/	¥20,000
2016/3/24	WEB	産学連携ニュース	http://www.san-gaku-renkei.com/release_159416_1.html	¥20,000
2016/3/24	WEB	オトナの会社設立	http://www.otonano-kaisha.com/release_159416_1.html	¥20,000
2016/3/24	WEB	ネット選挙ドットコム	http://www.net--election.com/release_159416_1.html	¥20,000
2016/3/24	WEB	Chu-Kans	http://www.chu-kans.com/release_159416_1.html	¥20,000
2016/3/24	WEB	インターンシップニュース	http://www.internship-news.net/release_159416_1.html	¥20,000
2016/3/24	WEB	ネットベンチャーニュース	http://www.netventure-news.com/release_159416_1.html	¥20,000
2016/3/24	WEB	BusinessItem通信	http://www.business-item.com/release_159416_1.html	¥20,000
2016/3/24	WEB	投資信託最新情報	http://www.japan-market.jp/release_159416_1.html	¥20,000
2016/3/24	WEB	海外投資最新情報	http://www.kigyo-kaigyo.jp/release_159416_1.html	¥20,000
2016/3/24	WEB	ValuePress!	https://www.value-press.com/pressrelease/159416	¥20,000
2016/3/24	WEB	VFリソース	http://release.vfactory.jp/release/70396.html	¥20,000
2016/3/24	WEB	IBTimes	http://jp.ibtimes.com/press-release/20160325/1664561	¥20,000
2016/3/24	WEB	財經新聞	http://www.zaikai.co.jp/releases/341243/	¥20,000
2016/3/24	WEB	PR today	http://www.pr-today.net/vp-pressrelease-159416/72080	¥20,000
2016/3/24	WEB	Daily News Online	http://dailynewsonline.jp/article/1107006/	¥20,000
2016/3/24	WEB	日刊テラフォー	http://www.terrafor.net/presspost?rid=159416&did=1	¥20,000
2016/3/24	WEB	カメリオ	https://web.kamel.io/article/9148045318127900301	¥20,000
2016/3/24	WEB	アラサーマン	http://www.ala30.net/release_159416_1.html	¥20,000
2016/3/24	WEB	ResearchNews [リサーチニュース]	http://www.research-news.jp/release_159416_1.html	¥20,000
2016/3/24	WEB	Twitnews(ツイートニュース)	http://www.twitnews.jp/release_159416_1.html	¥20,000
2016/3/24	WEB	リファイド ニュース	http://news.leaf-hide.jp/release_159416_1.html	¥20,000
2016/3/24	WEB	mixiappsnews(ミクシアップスニュース)	http://www.mixiappsnews.com/release_159416_1.html	¥20,000
2016/3/24	WEB	遊びに行こうぜ!	http://www.asobiniikoze.com/release_159416_1.html	¥20,000
2016/3/24	WEB	パロパロ	http://www.paroparone.com/release_159416_1.html	¥20,000
2016/3/24	WEB	満点笑	http://www.mantenshou.com/release_159416_1.html	¥20,000
2016/3/24	WEB	Level High!	http://www.level-high.com/release_159416_1.html	¥20,000
2016/3/24	WEB	オモーション	http://www.omo-shon.com/release_159416_1.html	¥20,000
2016/3/24	WEB	イベニュー	http://www.evenew.net/release_159416_1.html	¥20,000
2016/3/24	WEB	G-Renda	http://www.g-renda.com/release_159416_1.html	¥20,000
2016/3/24	WEB	テレネック	http://www.teleneck.com/release_159416_1.html	¥20,000
2016/3/24	WEB	オトさが	http://www.otosaga.com/release_159416_1.html	¥20,000
2016/3/24	WEB	断食コム	http://www.fast-fasting.com/release_159416_1.html	¥20,000
2016/3/24	WEB	今にみてるよドットコム	http://www.imanimiteroyo.com/release_159416_1.html	¥20,000
2016/3/24	WEB	モテまんがな	http://www.motemangana.com/release_159416_1.html	¥20,000
2016/3/24	WEB	スマホ&モバイルクーポン最新情報	http://www.ktai-coupon.com/release_159416_1.html	¥20,000
2016/3/24	WEB	レンタル&シェアニュース	http://www.rental-share.com/release_159416_1.html	¥20,000
2016/3/24	WEB	大人の社会見学ニュース	http://www.shakai-kengaku.com/release_159416_1.html	¥20,000
2016/3/24	WEB	障害者雇用インフォメーション	http://www.challenged-info.com/release_159416_1.html	¥20,000
2016/3/24	WEB	子育て支援ニュース	http://www.ikuji-support.com/release_159416_1.html	¥20,000
2016/3/24	WEB	防災グッズマガジン	http://www.disaster-goods.com/release_159416_1.html	¥20,000
2016/3/24	WEB	女の悩みドットコム	http://www.onnanonayami.com/release_159416_1.html	¥20,000
2016/3/24	WEB	おごりまっせ	http://www.ogorimasse.com/release_159416_1.html	¥20,000
2016/3/24	WEB	ドロヌマ	http://www.doronumanews.com/release_159416_1.html	¥20,000
2016/3/24	WEB	ベスト&ワースト	http://www.best-worst.net/release_159416_1.html	¥20,000
2016/3/24	WEB	税金と保険の情報サイト	http://www.tax-hoken.com/release_159416_1.html	¥20,000
2016/3/24	WEB	日刊!目のニュース	http://www.daily-eye-news.net/release_159416_1.html	¥20,000
2016/3/24	WEB	チャリティニュース	http://www.charity-news.net/release_159416_1.html	¥20,000

第2回UTOA 広告換算値

2016/3/24	WEB	マピオン	http://www.mapion.co.jp/news/release/vp159416/	¥20,000
2016/3/24	WEB	お〜い高知	http://www.kochi-news.net/release_159416_1.html	¥20,000
2016/3/24	WEB	まちづくりニュース	http://www.machi-news.net/release_159416_1.html	¥20,000
2016/3/24	WEB	転職サイト「エクセレントベンチャーを探	http://excellent.p-db.com/pressrelease/33106/	¥20,000
2016/3/24	WEB	Snacks!	http://www.snack-news.com/release_159416_1.html	¥20,000
2016/3/24	WEB	麺にゅ〜	http://www.men-new.com/release_159416_1.html	¥20,000
2016/3/24	WEB	エミダスニュース	http://www.nc-net.or.jp/news/view/6207/	¥20,000
2016/3/24	WEB	留学ニュース.com	http://www.ryugaku-news.com/release_159416_1.html	¥20,000
2016/5/5	雑誌	ジャパンフードサイエンス	第2回United Tastes of America アジア大会 中国・北京チームが優勝	¥30,681
2016/4/27	新聞	読売新聞（朝刊）	Happy Report アジアのシェフが競演、アメリカ産食材の利用増コンテスト。第2回ユナイテッド・テイスト・オブ・アメリカ アジア大会	¥14,670,000
2016/5/15	雑誌	食品商業	変わるアメリカの食 外食などで巻き起こる「健康」メニュー & 食材トレンド	¥500,000
小 計				¥47,250,681

合 計

¥54,222,541

\$455.015