



— 『日本の食の聖地巡礼・NARA』 プロジェクト —

日本が誇る食文化・和食。そのルーツが奈良にあります。

和食は美味しく健康的であるだけでなく、五感を通じて季節の移ろいといった自然を感じられる
我が国が誇る食の文化です。

1300年前の奈良では、今では和食に欠かせない醤油や味噌の原型となるなどの調味料が登場し、
高貴な人々の食事には調味料が使われ始めます。

食えることが単なる「生きるためのもの」から「心豊かな人生を生きるため」へと進化しました。

1300年前の美食の記録は、万葉集や都があった平城京周辺で出土の木簡に見て取れます。

今や世界でもファンが多い日本清酒。

その発祥も、奈良の正暦寺であるとされています。

高天原からもたらされた聖なる食物「米」、

その「米」を醸した清らかな酒である「清酒」は奈良でうまれました。

聖なる米に秘められたパワーを共にいただく事を通じて、日本人は心を通わせてきました。

そして、長寿大国としても日本に注目が集まる昨今ですが、

長寿を支える理由のひとつである和食には、漢方の医食同源の考え方も息づいています。

飛鳥時代に推古天皇が薬猟をした記録が残り、

日本の風土にあわせた伝統医療である漢方のルーツも奈良にあるのです。

日本の食のルーツを知り、文化を体験できるガストロノミーツーリズムが

「日本の食の聖地巡礼・NARA」です。

世界中の方に、奈良に息づく和食のルーツに触れていただき、

そして、世界中の方と和食の奥深さを共有できたら...

和食を、日本をより楽しんでもらえることを願っています。



Exploring NARA, The Heartland of Japanese Food Culture –

Washoku, the Japanese cuisine, is a food culture that Japan is proud of. Its roots are in Nara. Japanese cuisine is not only delicious and healthy, but it is also a food culture that our country is proud of, allowing us to experience the nature such as changing seasons through our five senses.

1,300 years ago in Nara, seasonings such as hishio, which has evolved into shoyu (soy source) and miso (soybean paste), which are now essential to Japanese cuisine, were introduced. And seasonings began to be used in the meals of noble people.

That is when eating has evolved from a mere “thing to live” to “to live a spiritually rich life.” Records of gourmet food from 1,300 years ago can be seen in the Manyoshu, which is the oldest anthology of poems, and wooden strips excavated around Heijokyo, where the capital used to be.

Japanese sake now has many fans all over the world. It is said that it was originated in Shoryakuji Temple in Nara.

Rice is the sacred food for Japanese people since it was brought from Takamagahara, where heavenly Gods lives and “sake”, made from such sacred rice, was born in Nara.

Japanese people have been sharing a deep emotional bond by receiving holy power contained in such sacred rice.

Nowadays, Japan has been attracting attention as a country with a long lifespan, and Japanese cuisine, which is one of the reasons for supporting the longevity of people today, is also based on the Chinese medicine concept that food and medicine come from the same source.

There are records of Emperor Suiko picking for medicinal herbs during the Asuka period, and the roots of Kampo, Japanese traditional herb medicine, which is originated in China and tailored to the Japanese climate, can be found in Nara.

“Exploring NARA, The Heartland of Japanese Food Culture” is a gastronomy tour where you can learn about the roots of Japanese food and experience its culture.

We would like people from all over the world to experience the roots of Japanese cuisine at its heartland, Nara.

And if the depth of Japanese cuisine is shared with people all over the world...

We hope that you will enjoy Japanese cuisine and Japan even more.