Japan Brand Program

Japanese Traditional Confectionery
-Color Palettes and Forms of Japanese Four Seasons-

Schedule: February 4-11, 2017  Site: United Kingdom (Edinburgh, London)

■ Dispatched Expert

Takeshi Inoue
Japanese Confectionery Master
Baikatei Kagurazaka

Upon graduating from an art university, Master Inoue entered family confectionery business “Baikatei Kagurazaka.” He is certified as Class 1 Artisan of Confections and received Tokyo Governor’s Award for “Tokyo Meister” in 2016. Outstanding achievements include seasonal specialty cakes and “Hasami Giku,” thin scissor cutting technique. Master Inoue is also providing support for next generation.

■ Review of Activities

● Edinburgh

Lecture and tea ceremony cosponsored by Caledonian Hotel
Lecture cosponsored by University of St. Andrews and Japan Society
Japanese confection was prepared in the image of thistie, symbol of Scotland

● London

Lecture at Le Cordon Bleu London
Demonstration of delicate cake making. Designs for Japanese confectionary were also displayed
Lecture at The East India Company head office

■ Achievements

Mr. Takeshi Inoue, Japanese confectionery master, delivered lectures and demonstrations about Japanese confectionery “Wagashi” in Edinburgh and London, United Kingdom (UK). Wagashi was served on site and the audience tasted them. In Edinburgh, Japanese tea ceremony demonstration together with Japanese confectionary was held at ’afternoon tea’ time. A lecture about the cultural backround of Japanese confection was presented at the University of St. Andrews. In London, a lecture and demonstration was cosponsored by the Le Cordon Bleu Culinary School, and confectionery making students were the audience. The lecture at The East India Company head office dealt with how to pair sweets with tea, and the company suggested what combinations suit well. The presentations at both cities were well received, as the opportunity provided to observe actual Japanese confectionery artist technique was precious in the UK.