

TABERU JAPAN BIMI AWARD 2027

2ND "IMPORT FOOD AWARD" CALL FOR ENTRIES

~ Japan's Top Chefs Certify the World's "Authentic" Foods ~

Japan's top chefs will directly taste and judge your imported products. Receive professional feedback on adapting your products to Japanese culinary techniques and delicate palates, helping you build a premium brand that escapes price competition.

■ Judges (Excerpt) ■



Hiromitsu Nozaki

Former executive chef for Japan's 2004 Olympic baseball team and the Michelin-starred "Waketokuyama".

A master of Japanese cuisine who maximizes the natural flavors of ingredients.



Mamoru Kataoka

Honorary Chairman, Japanese Italian Culinary Association. His evaluations on adapting Western ingredients to Japanese palates deeply influence the local restaurant industry.



Sadaharu Nakajima

A master who earned Michelin stars for 14 consecutive years in traditional Japanese cuisine. His refined palate will elevate your products into "superb ingredients for top-tier restaurants."

3 Merits of the Bimi Award



REPORT

[Top Chefs Advice]

Experts evaluate "UMAMI", saltiness, and aroma for the Japanese palate, providing localization feedback to support market-friendly product development.



CERTIFICATE

[Japanese Chefs Certification]

Top chef endorsements grant official recognition. Boost brand value by acquiring the "Bimi Award" logo rights (Optional annual fee).

*Certification in the Japanese market.



EXIT STRATEGY

[Business Opportunities]

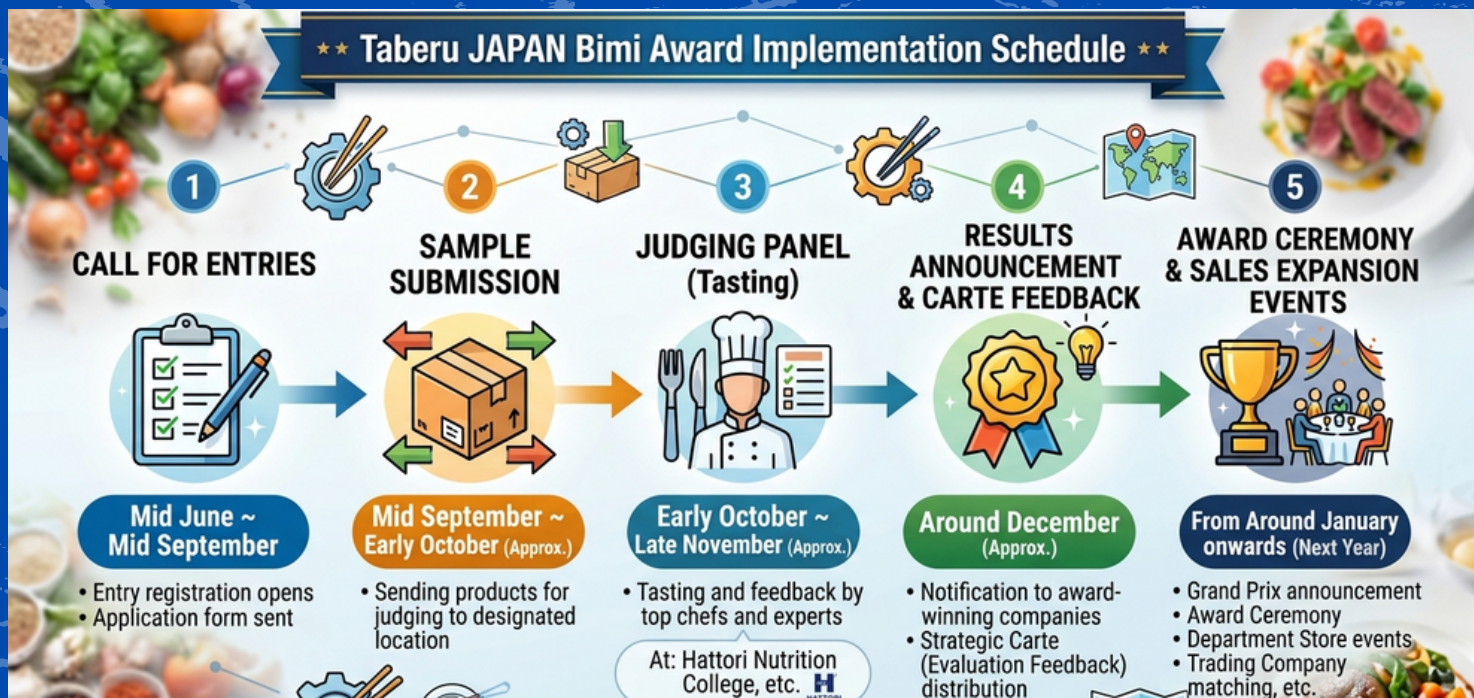
We create opportunities such as menu adoptions at the chef's restaurants, premium department store fairs, and matching events with major Japanese trading companies.

The Greatest Value

Present your products directly to Japan's culinary masters. Their endorsement grants you the highest status and trust in the strict Japanese market, acting as a powerful passport for entry, test marketing, and PR.



★★ Taberu JAPAN Bimi Award Implementation Schedule ★★



● Target Applicants & Items

[Applicants]

Overseas manufacturers/producers, official Japanese importers/trading companies, and foreign embassies/chambers of commerce in Japan.

[Items]

Imported foods produced and processed overseas, but distributed in Japan. Includes processed foods, fresh meat/fish, raw ingredients, beverages, alcohol, and spices. (Final manufacturing process must be overseas).

● GUIDELINES & FEES



[ENTRY PERIOD]

JUN 19 - SEP 18, 2026

[ENTRY FEES (EXCL. TAX)]

INCLUDES JUDGING. (ALL ENTRIES RECEIVE FEEDBACK REGARDLESS OF WINNING.)

1ST ITEM: 70,000 JPY

2ND+ ITEM: 30,000 JPY/ ITEM

BULK (10+ ITEMS): 400,000 JPY

LOGO LICENSE: 50,000 JPY / YEAR

(OPTIONAL). CAN BE USED FOR POP DATA, ETC.

(NOTE: APPLICANTS MUST COVER BANK TRANSFER FEES. REMITTANCE TO A JAPANESE BANK IN JPY.)

● Judging Criteria

★Product "Deliciousness"

★Originality & Creativity

★Cost Performance

★SDGs Initiatives

★Clarity of Target Audience

★Market Trends, Needs, & Novelty

★Quality, Hygiene & Safety

★Future Potential to Co-creation

ORGANIZER: "TABERU JAPAN"
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BIMI AWARD OFFICIAL WEBSITE [CLICK HERE TO ENTER](#)

