



“JAPAN PREMIUM FOOD 2025” Campaign
In Collaboration with Hotel Chains in Thailand

- Experience the authentic taste of Japan -

Project Duration: Early November 2025 to January 18, 2026

Proposal

Organizer : Japan External Trade Organization (JETRO)

Secretariat Office : Mediator Co., Ltd.

JETRO

Japanese Imported Food Ingredients and Products Promotion Project **in Collaboration with Hotel Chains in Thailand for FY 2025**

[JAPAN PREMIUM FOOD] Campaign

To promote and publicize for hotel chains with branches in Bangkok and other provinces in publicizing menus that use imported Japanese food ingredients.

Objectives

- 1. Increase the consumption of imported Japanese ingredients and create widespread awareness among consumers, not just in Bangkok but also in various provinces across the country.**
- 2. Increase sales for restaurants* within hotel chains that use imported Japanese food ingredients and have branches in other provinces.**

Currently, the number of Japanese restaurants in Thailand is continuously increasing, especially in other provinces, where many new Japanese restaurants have opened, indicating that Japanese food has clearly permeated the eating culture of people in Thailand. This time, the Japanese government is organizing the [JAPAN PREMIUM FOOD] project in collaboration with restaurants in hotel chains with branches in Bangkok and various provinces to allow Thai consumers and tourists to taste authentic Japanese imported food ingredients at hotel chain restaurants throughout Thailand.

The objective of this project is to support restaurants within hotel chains that use imported Japanese ingredients and have branches in Bangkok and other provinces. The focus is on publicizing the quality and appealing taste of imported Japanese ingredients, as well as cooking tips and authentic Japanese eating styles, to inform consumers and tourists. The project also aims to increase sales for these hotel chain restaurants that use imported Japanese ingredients. Ultimately, the project hopes that increasing awareness and consumption of imported Japanese ingredients in various areas of Thailand will lead to the sustainable expansion and promotion of Japanese food ingredient exports.

*** The term 'restaurants' includes all food and beverage outlets within the hotel, such as bars and cafes.**

CAMPAIGN

Campaign Concept

Organize campaigns with restaurants in hotel chains that have branches in Bangkok and other provinces, using imported Japanese food ingredients, with the following concepts:

1. Present the charm of Japanese imported food ingredients that are not yet well-known among Thai consumers and tourists.
2. Assist in coordinating between hotels and Japanese imported food ingredient importers.

Campaign Logo

We will be provided with the campaign logo to use on promotional materials, including menus, POP, posters, and any artwork intended for social media channels.



CONCEPT 1

【Present the charm of Japanese imported food ingredients that are not yet well-known among Thai consumers and tourists】

The campaign supports by promoting to target consumers effectively.

Benefits:

- ✓ The project promotes awareness of imported Japanese food ingredients and the restaurant's campaigns through media and influencers provided by the project.

※3 channels of campaign promotion media

**Landing Page
JETRO
“Taste of Japan”**

with list and information
of participating
restaurants.

**Food & Travel
Influencer
PR (SNS)**

Recommend participating
restaurants / How to eat
Japanese ingredients /
Tell stories and charm Of
diverse ingredients

Press release

promoting the project
through major and local
media directly to
consumers

CONCEPT 2

【Assist in coordinating between hotels and Japanese imported food ingredient importers】

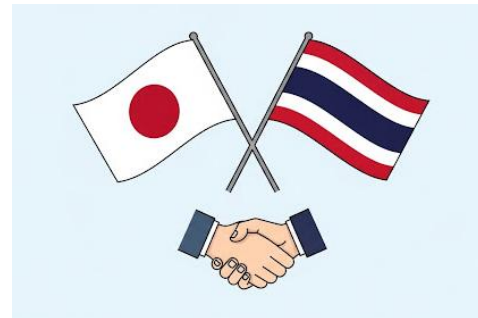
The project assists in coordinating the procurement of imported Japanese food ingredients for restaurants in hotel chains.

Benefits:

- ✓ Restaurants can use existing Japanese imported food ingredients from their current suppliers to participate in the project.
- ✕ Restaurants can choose menus already available in their restaurants to participate in the project.
- ✓ If the restaurant wishes to source additional Japanese ingredients, the project can help recommend importers.

Exporters /
Manufacturers /
Farmers
in
JAPAN

Importers /
Distributors
in
THAILAND



JETRO

Restaurants /
Hotels

How to PR the campaign

PR
media

Campaign Landing Page

Campaign overview with list and information of participating restaurants

URL: <https://japan-food.jetro.go.jp/en/>



Japanese Food Promotional Campaign at the Largest Anime Event in Spain: Manga Barcelona

Japan External Trade Organization (JETRO) is going to exhibit at Manga Barcelona, for promoting the appeal of Japanese food to anime fans in Spain.

Manga Barcelona is the largest anime event in Spain. Last year, more than 163,000 people participated in the event. The event celebrates the 29th edition this year and will be held at the same venue as last year.

At the booth, JETRO will offer samples of Japanese food for introducing their excellent quality to the visitors. Additionally, anime related to Japanese gastronomy will be screened.

As Japanese organizations in Spain, Japanese Consulate General in Barcelona, Japan National Tourism Organization (JNTO), Tokyo Metropolitan Government, and JETRO collaborate and will set an official zone: Kizuna Nihon.

• Manga Barcelona 29 (2023) [en](#)

Manga Barcelona Event Overview

Event Period: Friday, December 7 - Sunday, December 10

Locations: FIRA BARCELONA GRAN VIA
Av. Joan Carles I, 44, 08908 L'Hospitalet de Llobregat, Barcelona



Japanese food fair held at Aeon Mall stores in Cambodia

JETRO held the Japanese food fair "Japan Fair 2023" from November 2nd to 12th at three Aeon Mall stores that are certified in Japanese food support stores program in Phnom Penh, Cambodia. The fair featured 278 products from all over Japan, including confectionery and beverages (including alcoholic beverages), instant foods, vegetables and fruits, and Japanese beef, of which new products accounted for 70%.

During the event, visitors were especially concentrated on weekday evenings and weekends, with young couples with small children and families of three generations.

It was the 5th time the Japan Fair was held in Cambodia. Although trust in Japanese food is high, many products, such as miso and yohan, are still difficult to imagine the taste and eating method just by looking at the package. Therefore, this year's fair featured many programs to familiarize visitors with the products through tastings and hands-on experiences.

A sushi roll-making booth was set up at the venue, which was crowded with around 600 pairs of parents and children. On weekends, tuna and salmon cutting shows were held and sashimi were sold at the spot. The popularity of sushi and sashimi in Japanese cuisine, combined with excited visitors taking pictures, led to a steady sales of the fillets.



"Japanese Food Culture" Promotional Campaign for Foreign Visitors to Japan: Part 2 Starting October 2

Linking the recovery of inbound tourism to further expansion of Japanese agricultural, forestry, marine, and food product exports

The Japan Food Product Overseas Promotion Center (JFOODO) is going to launch "FOODIES LOVE JAPAN" campaign to promote the appeal of Japanese food culture to foreign visitors to Japan, with the aim of increasing exports of Japanese agricultural, forestry, marine, and food products.

JFOODO has been engaged in the promotion of Japanese food culture since the start of this fiscal year with the goal of capitalizing on the remarkable recovery in demand for inbound travel to Japan in hopes of creating a beneficial synergistic effect. This event is the second installment in a series of events, the first being held in August at Narita International Airport and Tokyo (Haneda) International Airport, with the scale being expanded to include other regions of Japan.

During the event period, special booths will be set up at each airport to promote Japanese food culture. At these booths, foreign visitors to Japan who post on social media about the food experiences during their visit can receive giant "capsule toys" containing original keychains with local delicacies of that region printed on them. This will allow them to look back on the food experiences in Japan and further increase their interest in Japanese food. Spreading information about Japan's local delicacies throughout the world via social media will also increase the number of people with an interest in visiting Japan as well as the number of "fans" of Japanese food.

Airport Event Overview

1. Narita International Airport Terminal 1 Central Building 4th Floor AIRPORT MALL
2. Haneda Airport Terminal 3 4th Floor Hinokji
3. Kansai International Airport Terminal 1 Building International Departure Floor / Kansai Airport Station concourse
4. Central Japan International Airport Terminal 1 4th floor Event plaza / 3rd floor International Departure Lobby
5. Naha Airport International Departure Lobby YUNICHI SQUARE

<https://japan-food.jetro.go.jp/en/topics/detail/711.html>

<https://japan-food.jetro.go.jp/en/topics/detail/713.html>

<https://japan-food.jetro.go.jp/en/topics/detail/707.html>

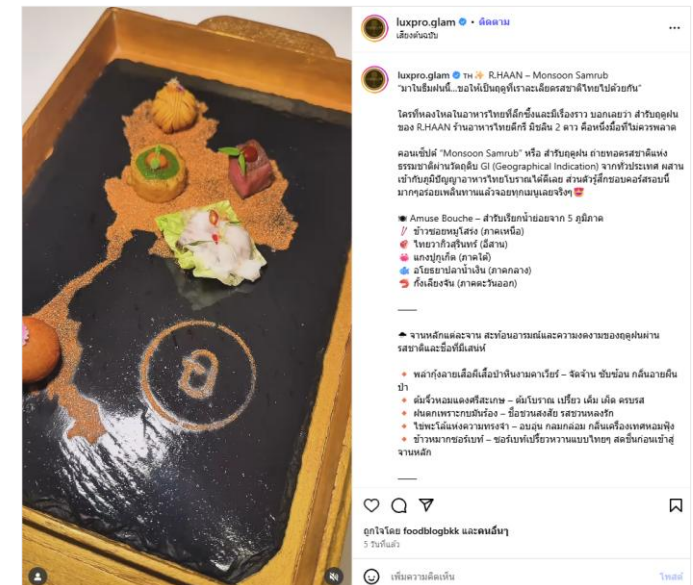
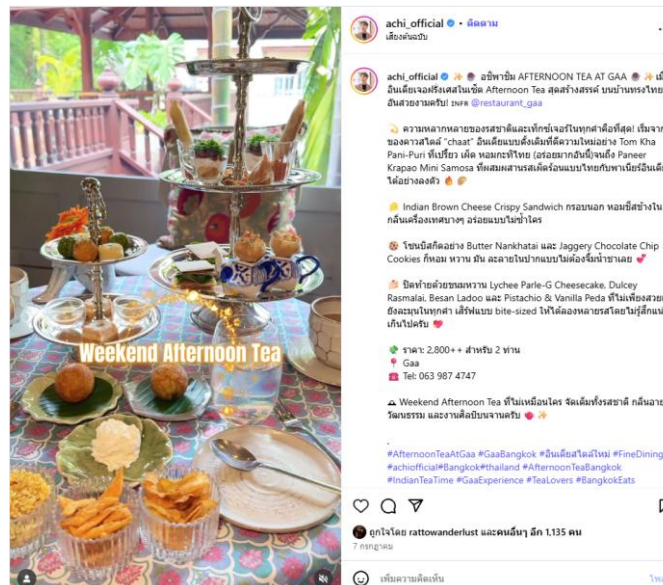
*sample of landing page

PR
media

Use famous food and travel media, popular pages, and influencers with large followings to review restaurants and directly target the hotel chain's customers!

Promote imported Japanese food ingredients, menus, and participating restaurants through various food and travel influencers.

Gather famous food and travel influencers from each locality to jointly promote participating restaurants, categorizing food types according to each influencer's expertise to reach consumers directly.



*sample of image

PR
media

Submit a Press Release to promote the campaign and increase widespread awareness through major and local media in Thailand.

Marketeer

HEADLINES THE ACADEMY MARKETING MOVEMENT THE PEOPLE NO.1 BRAND THAILAND 2025

MARKETING MOVEMENT

เจโทร กรุงเทพฯ เปิดตัวแคมเปญ "JAPAN PREMIUM FOOD" รุกตลาดสินค้าอาหารนำเข้าจากญี่ปุ่นเต็มสูบ พร้อมจัดงานเจรจาธุรกิจทั่วไทย



Date: 04/10/2024
Author: Somsamorn Popornhem



องค์การส่งเสริมการค้าต่างประเทศของญี่ปุ่น (เจโทร) กรุงเทพฯ จัดงานแถลงข่าวเปิดตัวแคมเปญเปิดตัวแคมเปญ "JAPAN PREMIUM FOOD" ซึ่งเป็นกิจกรรมที่จัดขึ้นทั่วประเทศไทย เพื่อขยายช่องทางการจำหน่ายและเปิดตลาดใหม่ให้กับวัตถุดิบและสินค้าอาหารจากประเทศญี่ปุ่นให้เป็นที่รู้จักแพร่หลายในทุกรัฐบาลและภาคธุรกิจของประเทศไทย



เจโทร กรุงเทพฯ เปิดตัวโครงการ "JAPAN PREMIUM FOOD" เพื่อโปรโมตสินค้าอาหารจากญี่ปุ่น ตั้งแต่เดือนตุลาคม 2567 นี้

หน้าหลัก

เจโทรฯ ส่งหอยโฮตาคะบุตสึจากทะเลไทย เปิดแคมเปญ HOTATE Festival ทำเมนูชาติไหนก็อร่อย

วันที่ 1 ธันวาคม 2566 - 17:20 น.



MNGPHG

เจโทร กรุงเทพฯ รุกตลาดสินค้าอาหารนำเข้าเต็มสูบ เปิดตัวแคมเปญ HOTATE Festival ซูฮอยเซลส์โฮตาคะบุตสึญี่ปุ่นทำเป็นเมนูชาติไหนก็อร่อย เจาะกลุ่มผู้บริโภคไทย หลังมูลค่าการส่งออกมาประเทศไทยอยู่อันดับ 9

วันที่ 1 ธันวาคม องค์การส่งเสริมการค้าต่างประเทศของญี่ปุ่น (เจโทร) กรุงเทพฯ เปิดตัวแคมเปญใหญ่แห่งปี "HOTATE Festival" เทศกาลหอยโฮตาคะบุตสึจากญี่ปุ่น เพื่อประชาสัมพันธ์ให้ผู้บริโภคในประเทศไทยรู้จักหอยโฮตาคะบุตสึญี่ปุ่นมากยิ่งขึ้น พร้อมกระตุ้นการบริโภคหอยโฮตาคะบุตสึร่วมกับวัตถุดิบอื่นๆ ในอาหารหลากหลายประเภท โดยส่งเสริมกิจกรรมร่วมกับผู้นำเข้าสินค้า ผู้ประกอบการธุรกิจร้านอาหารและร้านค้าปลีกในประเทศไทย เพื่อขยายช่องทางการจำหน่ายสินค้าอาหารนำเข้าในตลาดกลุ่มใหม่ๆ ในประเทศไทย โดยมี ฑาพนา นายณะชิตะ คะสุยะ (H.E. Mr. NASHIDA Kazuya) เอกอัครราชทูตวิสามัญผู้มีส่วนได้ส่วนเสียญี่ปุ่น ประจำราชอาณาจักรไทย ร่วมเปิดงานอย่างเป็นทางการ พร้อมตัวแทนจากบริษัทที่เข้าร่วมแคมเปญฯ และเชฟอาร์ อีริทาร์ ตียาสุทธานนท์ เชฟกระทะเหล็กประเทศไทย ที่โรงแรมดิ โอคุระ เพรสทิจ กรุงเทพฯ

เจโทร ผุดแคมเปญ HOTATE Festival ส่ง "หอยเซลส์โฮตาคะบุตสึ" ตัดตลาดไทย

ฐานเศรษฐกิจ

02 ธ.ค. 2566 | 13:50 น.

สืบต่อจาก : 02 ธ.ค. 2566 | 13:55 น.

เจโทร เดินหน้าขยายตลาดส่งออกหอยเซลส์โฮตาคะบุตสึในเมืองไทย ผุดแคมเปญ HOTATE Festival กระตุ้นนักกิน พร้อมขยายปีกเจาะชนร้านอาหารทั่วประเทศ

ปัจจุบันสินค้าอาหารวัตถุดิบจากประเทศญี่ปุ่น 5 อันดับแรกที่ส่งออกมาไทย คือ 1. เนื้อวัววัว (ที่ถูกเลี้ยงตามกรรมวิธีของญี่ปุ่น) 2. เครื่องดื่มแอลกอฮอล์ 3.ผลไม้ 4.เครื่องปรุงรส และ 5. ปลาโอเคะบุตสึ "เจโทร" เตรียมส่งออกหอยเซลส์โฮตาคะบุตสึ (Hotatae) หนึ่งในสินค้าวัตถุดิบอาหารทะเลสำคัญ มาตัดตลาดเมืองไทยให้มากขึ้น

นายโร จุน ประธาน **องค์การส่งเสริมการค้าต่างประเทศของญี่ปุ่น (เจโทร) กรุงเทพฯ** เปิดเผยว่า ประเทศญี่ปุ่นมีแผนขยายการส่งออกสินค้าวัตถุดิบอาหารทะเลจากบริษัทในอุตสาหกรรมหอยเซลส์โฮตาคะบุตสึไปยังประเทศไทยให้มากยิ่งขึ้น โดยหอยเซลส์โฮตาคะบุตสึ (Hotatae) เป็นหนึ่งในสินค้าวัตถุดิบอาหารทะเลสำคัญ ของตลาดส่งออก



โดยในปี 2565 ที่ผ่านมา หอยเซลส์โฮตาคะบุตสึ มีปริมาณการส่งออกมายังประเทศไทยเป็นมูลค่ากว่า 1,200 ล้านบาท (ประมาณ 288 ล้านบาท) ซึ่งเป็นสินค้าอาหารที่มีมูลค่าการส่งออกมายังประเทศไทยอันดับที่ 9 เติบโต 20% ในปี 2565

จากรายได้ส่งออกในต่างประเทศทั้งหมด มูลค่ารวมประมาณ 3,873 ล้านบาท โดยส่งออกในประเทศจีนราว 836 ล้านบาทฮ่องกง 498 ล้านบาทสหรัฐอเมริกา 539 ล้านบาทเวียดนาม 216 ล้านบาทไทย 235 ล้านบาท และในประเทศอื่นรวมกันราว 1,236 ล้านบาท

*sample of image

How to apply for the campaign

FLOW

How to apply for the campaign

Just apply to participate in the project and submit your promotion plan to JETRO.



Step 1

Apply to participate in the project and submit your promotion plan to JETRO, specifying details such as the Japanese ingredients and menus to be used.

Please confirm the content and conditions of participation before applying on the JETRO website.



Step 2

The project will contact you to inform the selection results.



Step 3

Respond to the post-project questionnaire

Your cooperation in responding to the questionnaire regarding the use of imported Japanese food ingredients is appreciated.

CONDITION

Conditions for applying to participate in the project

1. Must be a hotel chain with branches in Bangkok and other provinces.

Participating hotel branches must include at least one branch in Bangkok and at least one in another province.

2. Must participate in the PR project with at least one hotel restaurant in Bangkok AND at least one hotel restaurant in another province.

Exception : If participation is limited to only one region (e.g., only Bangkok or only other provinces), please send a follow-up email after your application describing the strategy for extending the reach of Japanese ingredients to the other region.

3. Distribute and promote menus using imported Japanese ingredients through various channels within the project period.

During early November 2025 to January 18, 2026.

4. Cooperate in responding to surveys on the use of imported Japanese ingredients and questionnaires to measure project outcomes.

Survey the list and quantity of ingredients used by each participating restaurant and cooperate with the project to recommend "Japanese producers and processors" "Japanese exporters" and "Thai importers and distributors" to coordinate and collect questionnaire responses for overall performance measurement.

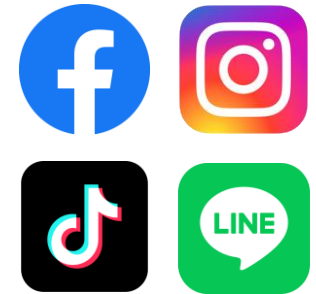
5. All participating restaurants are recommended to register as Japanese Food Supporters.

You can register as a Japanese Food Supporter immediately through JETRO's online channel.

If your restaurant is unable to register, our staff can register on your behalf after you confirm the relevant conditions.

Register (English only): https://www.jetro.go.jp/form5/pub/afg/supporter_apply_en

When registering, please select 'J000 JETRO (Japan)' for 'Organization Applying for Certification'.



APPLICATION

How to apply



[STEP1 Online
Registration Form]



Step 1 : Apply Online

1. Register your information in the online application form on the website.
Please read the details of the terms and conditions.
It takes approximately 20 minutes to complete the form.
<https://forms.gle/5b6U3BCshL9E8Nv48>
2. Register to become a Japanese Food Supporter via the website. (optional)
Details about the Japanese Food Supporter can be found in the Supplementary Information.
https://www.jetro.go.jp/form5/pub/afg/supporter_apply_en

Step 2 : Submit a Promotional Plan

Submit a promotional plan for each participating restaurant, specifying details such as the Japanese ingredients and menus to be used. [Download Excel File](#)
Submission Address: japanpremiumfood@mediator.co.th

Application Deadline for step1, Step2 : October 14, 2025

Campaign Period : Early November 2025 to January 18, 2026

If you have any questions about applying for the project, you can contact the project staff at japanpremiumfood@mediator.co.th or 02-392-3288.

Our staff is ready to assist you by phone and online channels.

Supplementary information

“Japanese Food Supporter” Certification system for stores supporting Japanese food ingredients located outside Japan.

Japan has a system for certifying restaurants and retail stores located outside Japan that use or sell Japanese food ingredients and alcoholic beverages as "Japan Food Supporters". This system aims to strengthen the dissemination of Japanese food ingredients and agricultural, forestry, and fishery products overseas, operated under the "Guidelines for Certification of Japanese Food and Ingredient Supporter Stores Overseas" established by the Japanese Ministry of Agriculture, Forestry and Fisheries.

As of June 2025, there are 4,984 stores worldwide supporting Japanese food ingredients, and in Thailand, there are 218 restaurants and retail stores supporting Japanese food ingredients.

Certification Criteria (for Restaurants)

Any restaurant or retail store that meets the conditions listed below will be certified as a "Japan Food Supporter" and can use the "Japan Food Supporter" certification mark or logo to promote their store.

- ✓ Has a plan to sell Japanese food ingredients or alcoholic beverages or regularly sells Japanese alcoholic beverages in the store.
- ✓ Has a list of Japanese food ingredients or alcoholic beverages on the store's menu.
- ✓ Promotes the charm or uniqueness of Japanese ingredients or alcoholic beverages.



※Japanese ingredients refer to agricultural, forestry, and fishery products produced in Japan or processed foods produced and processed in Japan.
 ※Japanese alcoholic beverages refer to alcoholic beverages produced only in Japan.

Guidelines for Certification of Japanese Food and Ingredient Supporter Stores Overseas
JETRO Export support portal for agricultural, forestry and fishery products and foods
<https://www.jetro.go.jp/agriportal/supporter/>

For inquiries:

Secretariat Office	mediator co., ltd.
E-mail	japanpremiumfood@mediator.co.th
Tel	02-392-3288

[Coordinator]

TH/JP/EN:

Ms. Patchaneewan Loosirikul (Lhing)

(Mobile: 081-813-2283)

Ms. Supawadee Borisutwanitchon (Kate)

(Mobile: 091-449-8038)

“Japanese Imported Food Ingredients and Products Promotion Project in Collaboration with Hotel Chains in Thailand for FY 2025” is a project of the Ministry of Agriculture, Forestry and Fisheries of Japan, operated by JETRO, with Mediator Co., Ltd. appointed as the secretariat office.

Apply here

