



More of that taste of Japan

Certification of Japanese Food and Ingredient Supporter Stores Overseas

Our mission is promoting safe and delicious Japanese food products
and alcoholic beverages to every corner of the world.
We are looking for partners who can help us explore the market.

JETRO

Each person is an ambassador introducing Japanese food and ingredients to the world.

“The Certification of Japanese Food and Ingredient Supporter Stores Overseas” program was established by the Japanese Ministry of Agriculture, Forestry and Fisheries (MAFF) in 2016. It is to certify restaurants and retail stores around the world who actively use food products or alcoholic beverages made in Japan as “Japanese Food Supporters” , and work to promote their appeal to a broad range of people.

Details here

Japanese <http://www.maff.go.jp/j/shokusan/syokubun/suppo.html>



English <https://www.jetro.go.jp/en/trends/foods/supporter.html>



Branding

To promote the appeal of using quality, safe, and trusted Japanese food and ingredients.



Information

To obtain information about Japanese food and distribution networks.



PR

To utilize PR opportunities provided by the official website of Ministry of Agriculture, Forestry and Fisheries (MAFF) and JETRO.

Taste of Japan : <http://www.tasteofjapan.jp>

Requirements for certification as a Japanese Food Supporter Store

Restaurants and retail stores that meet the following requirements will be certified as a “Japanese Food Supporter Store” . They shall be able to use the certification logo and promote that their stores are certified.

For Restaurants

- Consistently using food ingredients and alcoholic beverages produced in Japan.
- The fact that the restaurant uses Japanese food and alcoholic beverages is displayed on the menu.
- Promoting the appeal and characteristics of Japanese food and alcoholic beverages.

For Retail Stores

- Consistently selling Japanese food and alcoholic beverages.
- The fact that products are Japanese foods and alcoholic beverages is indicated on the product shelf.
- Promoting the appeal and characteristics of Japanese food and alcoholic beverages.

* Japanese food is defined as agricultural and fishery products that are produced in Japan.

To apply for certification



If you wish to apply for certification, please go to the homepage from the QR code on the left and apply online. Please select JETRO(J000) for the “Organization Applying for Certification” field in the form, if you wish to be certified by JETRO.



Certification logo

The Application/Management Body, the Certification Body and Supporter Stores may use the logo mark for the purpose of familiarizing, certifying and promoting Supporter Stores by MAFF.

Contact: Japan External Trade Organization (JETRO) [✉ afa-supporter@jetro.go.jp](mailto:afa-supporter@jetro.go.jp)
TEL : +81-3-3582-4966 (9:00-17:00, except lunch hour, weekend and public holidays)