

Media overview

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The Cuisine Press

Web 料理通信

or WASTE?

“Eating with Creativity”

First issue: June 2006
Publication: 112 full-color pages, published monthly (on the 6th of each month; for sale at bookstores nationwide)
Circulation: 68,000 (nominal)
Price: 1,090 yen (991 yen before tax)

“Creating the future through food and thinking about the future of food”

Site opened: February 17, 2016
Website: <https://r-tsushin.com/>
Site page views: 380,000/month (as of July 2020)

“Whether you save or waste, it’s up to you.” Social action project

Site opened: April 24, 2017
Website: <https://or-waste.com/>

Company overview

Company name	The Cuisine Press Inc.
Location	2-2-43 Higashishinagawa Shinagawa-ku Tokyo 140-0002 Japan
Telephone	050-1746-1145
Representative Director	Satoshi Yashima
Established	November 2005
Capital	95.0 million yen

Beginning in November 2011, The Cuisine Press has participated in the Amana Group (<http://amana.jp/>), a company listed in the Mothers section of the Tokyo Stock Exchange that contributes to visual communication activities in society.

SUSTAINABLE DEVELOPMENT GOALS



OUR CONTRIBUTION TO SDGs——

The Cuisine Press inc. is a member of the UN SDG Media Compact.

In order to take on various global issues, the United Nations adopted sustainable development goals (SDGs) and is working toward solutions. The Cuisine Press Inc. will continue our media activities, aiming at operations that lead to achieving these SDGs, which relate closely to food.



The Cuisine Press Inc.

COMPANY PROFILE

Bringing together growers, chefs, and eaters

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The Cuisine Press Inc. offers food-related marketing communication services focusing on a specialty food-related magazine, online media, and so on.



Stimulating the senses of opinion leaders in food

The Cuisine Magazine

A creative food magazine bringing together growers, chefs, and eaters themed around "Eating with Creativity."

publishing **68,000** copies monthly

380,000 page views / month

A website based on the concept of creating the future through food and thinking about the future of food

The Cuisine Press website

A new type of co-creation web platform that brings together domestic and international knowledge on food.



For the latest information from The Cuisine Press Inc.
Social media
Twitter, Facebook, Instagram



35,000 followers

130,000 fans

60,000 followers

Distributed to mailing list members
Email newsletter

twice weekly /
20,000 people

OUR COMMUNICATION PLATFORM

Creating a real hub **MEETUP**

Thinking about the future of food together by establishing various themes and perspectives.
Creating a real space for everyone to share and talk.



A social action project or **WASTE?**

An action project that takes actions pointing out the importance of food and local resources in tackling food waste and other global social issues.



We publish The Cuisine Magazine to stimulate the senses of opinion leaders in food, operate The Cuisine Press website based on the concept of "creating the future through food and thinking about the future of food," operate the or WASTE? action project that takes action on social issues related to food, and operate accounts

on Facebook, Twitter, and other social media platforms. Furthermore, using the knowledge, know-how, and networks cultivated through these, we manage marketing communication services, including the creation of various content, product development, market analysis, overseas market reports, and more.

Our food-related communication design services

We provide solutions that make use of the food-related knowledge, know-how, and networks cultivated through our media activities and so on.

SOLUTION 1

Communication planning

We identify marketing communication issues in business activities connected with food, as well as implement planning to solve these issues.

SOLUTION 2

Marketing support

We provide a variety of solutions according to the issues, such as the dissemination of persuasive information using food-related professionals and key people in the food industry. We also collect information on local food cultures and food trends, using surveys and monitoring of readers and users in regard to relevant products and services, as well networks of overseas journalists.



SOLUTION 3

Editing production / content creation

We produce high-quality content from the perspective of food for specific brands and sales promotion tools across our owned media.



SOLUTION 5

Local revitalization support

In response to various issues, including improving local governments' tourism based around food and expanding sales channels for local products, we discover not only the food resources of each region but also the appeals of the environments and people supporting food in the area from our unique perspective as a media company specializing in food. We then deploy various solutions to these issues.



SOLUTION 4

Recipe and menu development

Casting food professionals, we develop recipes that communicate the appeals and characteristics of the relevant products and make menu proposals to the restaurant business. We also cover the creation of the accompanying communication content.

