

Fake Food Japanese Style That Looks Good Enough to Eat

食べたくなる日本製食品サンプル

Behind the Scenes

食品サンプルの始まりは大正時代にさかのぼる。京都で理科教育用標本を作っていた西尾惣次郎らが、1917 年（大正 6 年）に保健食（健康維持に必要な栄養を含む食事）の料理模型を作り上げた。また東京では人体模型技師の須藤勉が、関東大震災後の 1923 年頃に、再建された白木屋百貨店の食堂のために陳列用の模型を制作した。いずれも食品模型の制作が本職ではなかった。その後、岩崎瀧三が模型現物を入手して研究を重ね、1932 年（昭和 7 年）大阪で食品模型岩崎製作所を立ち上げた。本記事に出てくるイワサキ・ビーアイの前身である。事業成功の背景には、百貨店食堂の大衆化と料理品目の増加に伴う、座席でのメニュー確認の手間を省いた食券による前売り制度の普及があった。

1

Seize the Situation

You will hear four statements about each picture.



CD1-36

1. Fill in the blanks and select one statement that best describes what you see in the picture.



- (A) A child is () a fruit parfait.
 (B) A child is () a variety of meals.
 (C) A child is () plastic food replicas.
 (D) A child is () into a showcase.

Answer : (A) (B) (C) (D)

2. Select one statement that best describes what you see in the picture.



CD1-37



Answer : (A) (B) (C) (D)



2 Let's Talk! Practice the dialogue below.

038
CD1-38



Have you ever been to Kappabashi? It's a popular tourist area in Tokyo.
[It's a famous sightseeing spot. / It's a busy shopping street. / It's a hot spot in Tokyo.]



I have. It is lined with lots of food-themed stores.

Yes. They sell everything needed in running restaurants, but fresh food.
[It is. / Definitely. / I know.]



3 Vocabulary Building A Match English words to Japanese words.

- | | |
|---------------|-----------|
| 1. complete | (A) じらす |
| 2. adorn | (B) 揃った |
| 3. tantalize | (C) 材料、原料 |
| 4. ingredient | (D) 飾る |



4 Paragraph Reading A

Read the sentences below and select the best answer for each question.

Question 1 and 2 refer to the first part of the article.

039 CD1-39



読解上の
要点

★日本語が使えず、何を食えばよいのか分からない人は、レストランでどうすればいいのだろう。

★食品サンプルが陳列されていれば、観光客にとっては食べたいものを選ぶ助けとなる。

CAN'T read or speak Japanese and don't know what to eat? Enter fake plastic food replicas, or shokuhin sanpuru, that make dealing with Japanese menus a piece of cake, or sushi. They may even look good enough to eat. 1

According to the *Sydney Morning Herald* anything from beer **complete** with suds, tasty looking sushi or deep-fried pork cutlets can be displayed in life sized pieces, helping visitors make informed choices about what they want to eat: 5

- What is the main purpose of fake plastic food replicas?

(A) To read or speak Japanese.	(B) To recognize menus in a visual way.
(C) To wait for a restaurant to open.	(D) To enjoy meal without waiting for a table.
- The phrase "life sized" in line 5 is closest in meaning to being of

(A) huge size.	(B) tiny size.
(C) the same size as an original.	(D) the same size as a person.



読解上の
要点

- ★外国人観光客は、付け合わせの種類、料理の分量、安上がりかどうか、などを予測することが難しい。
- ★食品サンプルは、外国人観光客にとって本物の料理とまさにそっくりなものである。
- ★製造過程では、原寸大での型取りや見栄えの良い着色がなされる。

“You’re calculating lots of things — what kind of side dishes are there, how big is the meal, and is it economical?” he said [Yasunobu Nose, a senior editor at *The Nikkei Business Daily*]. 1

“But for foreign tourists who don’t have this literacy, food samples are just something that closely resemble real dishes.” 5

The modern-day alchemy involves making a plastic mold of the real-life food and then **adorning** it with just the right colors to **tantalize** the taste buds of passing customers.

The plastic food is made more realistic by actually using **ingredients** that are chopped and combined like they are in cooking. Here are some images of what these look like: 10
p. 39, 1 and 2.

3. What is “literacy” in line 4 replaced with?

- (A) Calculating. (B) Side dishes.
(C) Food samples. (D) Passing.

4. What is used for making realistic plastic food?

- (A) Alchemy. (B) Taste buds.
(C) Ingredients with cooking methods. (D) Images of a plastic mold.

Focus on Grammar 動名詞

動名詞は、名詞的な性質（「～すること」と訳される）と動詞的な性質（目的語や補語を伴う、副詞で修飾される、完了形や受動態もある）をあわせ持っている。

例 The modern-day alchemy involves **making** a plastic mold of the real-life food and then **adorning** it with just the right colors. (その現代の錬金術は、プラスチック製の原寸大の食べ物の鋳型を作ること、そして次にちょうどいい色でそれに美しく彩りを添えることを含んでいる。)

[involve「～を含む、伴う、必要とする」が二つの動名詞 (making, adorning) を目的語としている。また、それらの動名詞も動詞的機能により、目的語を伴っている。]

例 The plastic food is made more realistic by actually **using** ingredients. (その食品サンプルは、材料を実際に使うことによって、より本物のように作られている。)

[動名詞 using は名詞的機能を持つため、前置詞 by に付く。また同時に動詞的機能も持つため、副詞 actually と目的語 ingredients を伴っている。]



Vocabulary Building B

Choose the words closest to the meaning.

- | | | | |
|------------|----------|-----------|-----------|
| 1. expand | (A) know | (B) gain | (C) grow |
| 2. glance | (A) bite | (B) look | (C) hear |
| 3. border | (A) land | (B) limit | (C) point |
| 4. footage | (A) film | (B) paper | (C) map |



Paragraph Reading B

Read the sentences below and answer each question.



CD1-41

If any of the images tricked you, you'll understand why this has become such a competitive industry. It's even starting to **expand** to other markets such as China and South Korea. 1

Iwasaki Be-I and Maiduru (Maizuru) are some of the biggest plastic food manufacturers in Japan. A **glance** at their websites suggests food art is starting to cross with technology with smartphone stands in iceberg fruit, icecream cones, seafood pizzas and rice dishes some of the popular new models available. 5

Iwasaki's customers have included Baskin Robbins, McDonalds, Burger King, KFC, Pizza Hut and Subway so chances are you'll have seen the benefits of Japanese food art well beyond Japanese **borders**. Today Iwasaki Images of America produces 1000 generic food replicas that cover beverages, bread, seafood, cake, raw and cooked meats and many other things that can be custom ordered on the Internet. 10

The AFP show some **footage** of how fake food is made in this video and explain the history behind the practice that started back in the 1920s.

Whatever you might think of the replica food industry, next time you're in Tokyo, Kyoto, Nagasaki or anywhere else in Japan, rest assured you won't go hungry. Simply point at something that looks good enough to eat, and hopefully you'll get what you're looking for. 15

by Jo Lane

(Travel Wire Asia, August 15, 2013)

Notes

[9] chances are (that) ... たぶん...だろう

[12] custom order 特注する (※ custom order とも表記する)

[13] AFP (Agence France-Presse) フランス通信社

[16] rest assured (that)ということ (なの) で安心する、...なのは間違いない

[16] point atを指差す

Question 1 and 2 refer to the rest part of the article.

1. What are Japanese plastic food manufactures starting to produce?

- (A) New smartphone models. (B) Food smartphone stands.
(C) Their websites. (D) Technology of manufacturing smartphones.

2. What do the AFP show in the video?

- (A) How to make food replicas. (B) How to explain the history of food replicas.
(C) How to order food replicas. (D) How to start back in the 1920s.

True or False: Circle T if the statement is true; otherwise circle F.

3. T / F The plastic food industry is competitive.
4. T / F The benefits of Japanese food art are seen only in Japan.
5. T / F You have only to point at a food replica in order to get a meal.



7 Listening

Listen to the recording and select the best response to each question.



CD1-42

1. What did *The Evening Times* have comments about?

- (A) The year 1984. (B) Trends in Japan.
(C) Newspapers nowadays. (D) Fake food matters.

2. Who is Harry Fujita?

- (A) An employee who works for *The Evening Times*.
(B) The president of a company in Japan.
(C) The head of a branch office in America.
(D) A producer of plastic food.

3. What did Mr. Fujita want to say about food?

- (A) It should be examined beforehand. (B) It should be sold in a shoe store.
(C) It shouldn't taste like leather. (D) It shouldn't be touched by a customer.

Guess Right!

偽物

難易度

★★★★★

間違っているのは右？ 左？

- | | | |
|------------------------|------------------------|-------------|
| ① 1990s | 1990's | (1990 年代) |
| ② March-June | March ~ June | (3 月から 6 月) |
| ③ a two year old boy | a two years old boy | (2 歳の男の子) |
| ④ I don't know but ... | I don't know but | |



Respond to Questions

Respond to questions properly.

Introduction: Imagine that a foreign TV program is going to introduce Japanese unique restaurant systems like fake food replicas. You have agreed to participate in an interview.

Q1: Who would need fake food replicas in the showcase?

A1: Not only foreign travelers but also _____ because _____.

Q2: Are the fake food replicas essential to the Japanese restaurant industry?

A2: _____ because _____.

Q3: Describe any other unique system in the Japanese restaurant industry.

A3: I think it is _____.

→ Listening Script



CD1-42

Way back in 1984 *The Evening Times* commented on the emerging trend towards fake food, quoting Harry Fujita, the president of Iwasaki Images of America, who predicted plastic food would take America by storm.

“Why should eating in a restaurant be different than buying a pair of boots?” he asks, apparently not referring to road-side steaks that taste like shoe leather. “Consumers want to examine, touch, and weigh the merchandise,” he comments. “Why should food be different?”

→ Guess Right! 解説

すべて右が間違い。

- ① アポストロフィは不要。’90s と書くことも可能である。
- ② 「～」は英語では使わない記号である（「 」や『 』も使わない）。
- ③ a は boy に対する冠詞で、two year old は two-year-old と表記する複合語の形容詞である。
したがって、year に複数形の s はつけない。
- ④ 省略を示す場合には、“(.dot)”を3つ繋げる。文尾の省略では4 dots “....”を用いることもある（タイプライターの時代には6個のこともあった）。