



FACULTY
OF ECONOMICS
AND BUSINESS
ADMINISTRATION

END OF MBA ACADEMIC SEASON LECTURE

KIKKOMAN BUSINESS CASE IN EUROPE

10 June 2022, 18:00

Aula Magna, Sofia University St. Kliment
Ohridski 15 Tsar Osvoboditel blvd.

18:00 – 19:00 **Why Japanese food is so popular: The case of Kikkoman in Europe**
Keynote Speech by prof. Hiroo Takahashi, Soka University, Japan

19:00 – 20:30 **Food demonstration by Kikkoman Chef Milen Zlatev**

Menu:

- Pulled pork with fresh cabbage with soy sauce
- Sushi
 - Hosomaki with cucumber and salmon
 - Uramaki with smoked eel, goma wakame and sesame
- Teriyaki chicken with sweet potato cream and edamame
- Panna Cotta with ginger, lemon and honey and compressed strawberries with soy sauce.

RSVP by June 8 [here](#) or by email to: t.andreynska@vk-bg.com