

## Osaka Gas and Tablecross Collaborate to Promote Food Culture Experiences for Foreign Visitors to Japan

– Reservations are now open for cooking classes offered by Osaka Gas Cooking School –

November 7, 2025

Osaka Gas Co., Ltd.

Osaka Gas Cooking School Co., Ltd.

Tablecross Inc.

Osaka Gas Co., Ltd. (Representative Director and President: Masataka Fujiwara; hereinafter, “Osaka Gas”) and Tablecross Inc. (Representative Director and CEO: Kaoru Joho, hereinafter, “Tablecross”) have entered into a service agreement and begun a collaboration (hereinafter, “this collaboration”) to develop business aimed at capturing inbound, food-related tourism demand by offering cooking experience programs for international visitors to Japan.

Osaka Gas Cooking School Co., Ltd. (Representative Director and President: Tetsu Matsuura, hereinafter, “Osaka Gas Cooking School”), a wholly owned subsidiary of Osaka Gas, will hold cooking classes to provide a venue for international visitors to Japan to experience Japanese food culture. Reservations for the cooking classes will begin today through “byFood,” a gourmet platform for international visitors to Japan provided by Tablecross.

### ■ Background of the Collaboration

In recent years, Japanese food culture has been attracting global attention, with “washoku” (traditional Japanese cuisine) being registered as a UNESCO Intangible Cultural Heritage and a rise in health consciousness.

International visitors to Japan are not only interested in “tasting authentic Japanese food” but also in “actually making Japanese food themselves,” and cooking classes and food experience programs are rapidly increasing in popularity. In addition to the growing demand for classes on popular items like sushi and ramen, there is growing demand for programs that allow visitors to learn more about the cultural background of Japanese food, such as vegan options and traditional cuisine using fermented foods.\*1

Furthermore, with the opening of an integrated resort planned after the 2025 World Expo in Japan, it is expected that many international tourists will continue to visit the Kansai area. By working to create new food experiences in the Kansai area, the three companies aim to elevate cooking experiences beyond mere tourist attractions, turning them into an opportunity to promote Japan’s traditional food culture overseas while also working to establish a sustainable business model.

\*1: Facilitated via reservations from “byFood”

### ■ Purpose and Overview of the Collaboration

As a trial project with the aim of full-scale rollout in the future, a cooking class was held on November 21. (Reservations will begin on November 7.)

This collaboration will combine Tablecross's global perspective and communication capabilities with Osaka Gas Cooking School's cooking class management know-how to create an environment where international visitors to Japan can more easily participate in cooking experiences.

Furthermore, through surveys at the cooking classes, Osaka Gas Cooking School will gain an understanding of preferences and needs of international visitors to Japan, which will lead to the development of even more appealing dining experiences.

Until now, Osaka Gas Cooking School has held cooking classes for groups of international visitors to Japan. However, this collaboration will enable it to hold full-scale cooking classes for small groups and individuals.

In addition, the following initiatives will contribute to promoting intercultural exchange and sustainable tourism.

- **Promoting traditional Japanese food culture**  
Creating opportunities to share food culture overseas through cooking experiences.
- **Promoting international exchange**  
Providing a place for communication between international visitors to Japan and Japanese instructors.
- **Promoting local production and consumption and using seasonal ingredients**  
Promoting the active use of local ingredients and developing recipes that make use of seasonal ingredients.
- **Addressing food diversity**  
Providing experiences to many people through the development of menus that take into consideration religious and dietary habits.
- **Using a social contribution platform**  
Tablecross partners with an NPO to donate 10 school meals to children in developing countries for every reservation made through "byFood."

This collaboration is a new initiative that combines the Osaka Gas Cooking School's more than 100-year history and cooking instruction know-how with the communication power of "byFood," a gourmet platform operated by Tablecross.

Through this collaboration, we aim to promote Japanese food culture overseas through international visitors to Japan, deepen international mutual understanding, and build a model for sustainable tourism.

## ■ Contents of the Cooking Classes

The cooking classes will feature programs where participants can enjoy cooking from scratch under the guidance of professional instructors, focusing on the preparation of Kansai-style dishes such as takoyaki and okonomiyaki as well as sushi and ramen.

In addition, we have developed gluten-free and vegan menus to accommodate a wide range of dietary preferences, taking into consideration religious and dietary habits.



### <Features of the experience>

- **Small classes**  
Solo travelers and small groups are welcome to participate.
- **English available**  
In addition to explanations and support from the instructor or interpreter, recipes are also available in English.
- **Food culture explanation**  
Participants can learn about the regional characteristics and history behind the cuisine.
- **Tasting and interaction**  
Participants can enjoy the finished dish on the spot while interacting with the instructor and other participants.

Reservations are accepted through “byFood,” a platform for international visitors to Japan. Participants can confirm their desired menu and allergy information in advance, allowing them to participate with peace of mind.

### ■ Future Plans

Through this initiative, the three companies will examine the needs and preferences of international visitors to Japan regarding their food experiences in the country, with the aim of expanding their range of cooking classes, as well as developing programs for foreign residents.

### ■ What Is “byFood”?

“byFood” is a food-focused, socially responsible platform for international visitors to Japan that promotes gastronomy tourism through experiences of Japan’s unique cuisine and food culture. It provides comprehensive support for gourmet food in Japan, including a media outlet that provides information on Japanese food culture in English before travel, an online travel agency (OTA) site where you can make reservations for dining experiences and restaurants during your trip, and an e-commerce site where you can purchase Japanese food after returning home.

Service site: <https://www.byfood.com/>

## ■ Company Profiles

Company name	Osaka Gas Co., Ltd.
Head Office	4-1-2 Hiranomachi, Chuo-ku, Osaka, Japan
Representative	Masataka Fujiwara, Representative Director and President
Establishment	April 1897
Business	Production and sale of gas, generation and sale of electricity, etc.

Company name	Osaka Gas Cooking School Co., Ltd.
Head Office	5F, Urbanex Awajimachi Building, 4-4-11 Awaji-machi, Chuo-ku, Osaka
Representative	Tetsu Matsuura, Representative Director and President
Establishment	February 1989 (Business started in 1905)
Business	Operation of the Osaka Gas Cooking School, recipe creation and supervision, etc.

Company name	Tablecross Inc.
Head Office	(WeWork) 16F, Link Square Shinjuku, 5-27-5 Sendagaya, Shibuya-ku, Tokyo
Representative	Kaoru Joho, Representative Director and CEO
Establishment	June 2014
Business	Management of “byFood,” a dining experience reservation platform for international tourists visiting Japan, and marketing and product development consulting for food and beverage and tourism businesses