

---

**Multilingual Electronic Newsletter – Kagoshima**

**Southern Wind Tidings (Vol. 156)**

---

**Coordinator for International Relations (CIR) Column**

*Too Close to See*

*Toh Jia Han (Singapore)*

**Kagoshima Seasonal Tourism Information**

*Kinpo Rice-Planting Festival*

**Kagoshima Specialty Products**

*Namaiki Cheese Cake*

**Latest Information**

*Kagoshima Prefecture's Tea Production Volume 1<sup>st</sup> in Japan*

## ○Coordinator for International Relations (CIR) Column ○

### ●Too Close To See ●

*Toh Jia Han (Singapore)*

I heard an interesting story recently. It's the story of Claude Hopkins and the Boring Beer.

In the early 20<sup>th</sup> century, there was a beer company called Schlitz. Their beer was nothing special at all, and their sales lacklustre. And so, they called upon Claude Hopkins, who was also known as the Father of Advertising. Hopkins came to visit the factory to learn all about the beer, and was very impressed by the manufacturing process. The brewing rooms were fitted with filters to prevent contaminated air from entering, and the filtering pumps and pipes were cleaned twice a day. Before usage, beer bottles would be sterilised four times! For the early 20<sup>th</sup> century, this was a sophisticated hygiene standard. Hopkins readily drafted an advertisement to impress this upon the public, but the Schlitz employees' faces fell. "Eh... you might not know this as a layman, Hopkins, but the truth is that this is nothing special at all. All beer companies use the same process..." They argued over it for a long time, and finally Hopkins said exasperatedly: "Look, I'll pay all the advertising fees on this one. In exchange, if the advertisement works out well, give me some of the extra profits." They agreed.



*Schlitz beer is still around today, though I have never tried one.*

The advertisement was published, and Schlitz beer exploded in popularity. All of the beer companies were incredulous, Schlitz included. "Preposterous! It's completely mundane!" They cried. But Hopkins knew better. At that time, all of the beer companies advertised themselves with the word "Pure". To the medium of that time – newspapers – they paid exorbitant fees, in a shallow contest to see who could publish the largest "Pure". Yet, the average consumer did not know what "Pure" truly stood for. And Hopkin's explanation made them all flock to Schlitz's beer.

If you ask me, international exchange is the same thing, really. When you're too close to the subject at hand, you can't really see it well. That is why we must take in new perspectives and new opinions. Schlitz succeeded because they not only gathered this crucial knowledge of what made them special, but also conveyed it to their customers. In the same vein, international exchange would be rather meaningless if it was just a quiet celebration of what made one special. How can we hone this uniqueness? How can we evolve our strengths? How can we contribute to the world? These are questions that we must pose to ourselves.

One last thing. After the advertisement was published, Schlitz's booming sales continued for a long time. Of course, other beer companies used the same process, but when have you ever seen an "I do it too" rival advertisement succeed? Being special now does not mean you will be special forever. We must pursue continuous exchange, and continuous utilisation of our changing knowledge.



*Claude Hopkins, the Father of Advertising*

## ○ Kagoshima Seasonal Tourism Information ○

### ● Kinpo Rice-Planting Festival ●

The Kinpo region's Rice-Planting Dance Preservation Society gathered to dedicate their dance in prayer for a bountiful harvest of the five grains (rice, barley, foxtail millet, beans, and proso millet). They performed heroic dances such as the sickle dance, *naginata* (polearm) dance, staff dance, and *kanayama* (golden mountain) dance.

#### **Date**

29 April 2021 10:00 – 12:00

#### **Venue**

Okudari Minakata Shrine, 1985 Kinpocho Okudari,  
Minamisatsuma City

#### **Organiser**

Kinpo Region Rice-Planting Dance Preservation  
Society



#### **Enquiries**

Kinpo Education Division, Kinpo Branch Office, Minamisatsuma City Government  
TEL: 0993-77-1113

## ○ Kagoshima Specialty Products ○

### ● Namaiki Cheese Cake ●

~ 2020 Kagoshima New Special Product Competition~  
*Food Category, Japan Department Stores Association President's Award*

¥3,000 (tax excl.) / 380g

Shelf Life: 7 days after thawing

Kashi Watanabe

5105 Noma, Nakatane, Kumage District, Kagoshima 891-3604

TEL: 0997-27-0062





## ○ Latest Information ○

### ● Kagoshima Prefecture's Tea Production Volume 1<sup>st</sup> in Japan ●

Kagoshima's tea production volume was 1<sup>st</sup> in Japan for the first time in 2019.

According to the "Agricultural Production and Income (by prefecture)" announced by the Ministry of Agriculture, Forestry and Fisheries in 2019, Kagoshima Prefecture ranked 1<sup>st</sup> with an output of ¥25.1 billion (raw leaves ¥16.3 billion, unprocessed tea ¥8.9 billion). 2<sup>nd</sup> place was Shizuoka Prefecture, which had an output of ¥25.1 billion yen (raw leaves ¥14.7 billion, unprocessed tea ¥10.4 billion).

Kagoshima's tea takes advantage of the warm southern climate to begin production from around the end of March to cultivate a wide range of early to late varieties depending on consumer demand.

## Kagoshima Prefectural Government Website

[www.pref.kagoshima.jp/](http://www.pref.kagoshima.jp/)

### Editor's Note (International Affairs Division, Kagoshima Prefectural Government)

The news that Kagoshima's tea production volume was first in Japan (Latest Information section) was featured in the morning newspaper as well. It made me happy first thing in the morning.

When I think of Kagoshima tea, I'm reminded of my elementary school days, when I picked tea in Chiran. We were told that the dregs were delicious, and I ate them hesitantly. I still remember how surprised I was at its sweetness.

\*

What did you think of this month's Kagoshima Southern Wind Tidings?

The editors will continue to strive to make this prefectural multilingual newsletter a source of information and a bridge to connect all of you to Kagoshima.

Kagoshima's Southern Wind Tidings is looking for the following content:

### Kagoshima photo gallery

Please send us photos that remind you of Kagoshima, or pictures of Kagoshima you might have seen overseas. Please attach a brief caption (e.g. A mountain of volcanic-ash bags).

### Knowledge about life in Kagoshima

Please share with us information about life in Kagoshima (e.g. a delicious way of eating fried fish cakes, or how to deal with volcanic ash).

We also welcome any other information that you would like to share with our readership.

▲▽▲▽ Inquiries ▲▽▲▽

International Affairs Division, Tourism, Culture and Sports Department

Kagoshima Prefectural Government

10-1 Kamoike-shinmachi, Kagoshima City, Japan 890-8577

TEL 81-99-286-2306 | FAX +81-99-286-5522

### Email Us

English [cir1@pref.kagoshima.lg.jp](mailto:cir1@pref.kagoshima.lg.jp)

Chinese [cir2@pref.kagoshima.lg.jp](mailto:cir2@pref.kagoshima.lg.jp)

Japanese [minami@pref.kagoshima.lg.jp](mailto:minami@pref.kagoshima.lg.jp)

Korean [cir3@pref.kagoshima.lg.jp](mailto:cir3@pref.kagoshima.lg.jp)