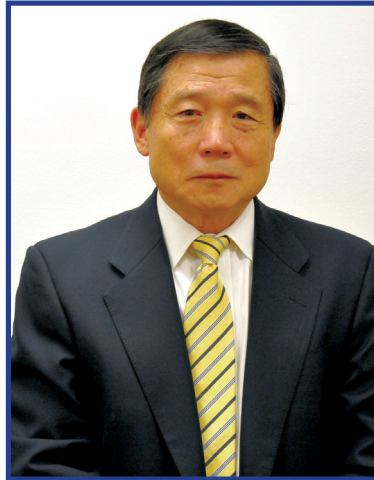


The Atsuhiko & Ina Goodwin Tateuchi Foundation in partnership
with the Japanese American National Museum Presents:

THEY CALL ME MR. TOFU



When Yasuo Kumoda came to the United States, he was charged with popularizing the Morinaga Nutritional Foods tofu. Kumoda discovered that in 1987, most Americans considered tofu as the least appealing food product, but he persisted. He ran a marathon carrying a product sign, sent tofu products to the White House, and discovered different ways that Americans could consume tofu. Come hear his story about how he overcame the odds to make tofu popular in the United States.

Saturday, March 17, 2012 · 1PM
FREE ADMISSION

Product demonstration & samples

Tateuchi Democracy Forum
Japanese American National Museum
RSVP to 213.830.5648 or ckomai@janm.org

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