



Secret of Osaka Flour Food

Osaka Mayonnaise

Upgrades The Taste and The Charm of Osaka Food



Creative Palate and Taste of an Osaka Merchant

Precious yearning of food brought in Osaka by the troops after the pacific war.

Okonomiyaki has been a representative flour-based food of Osaka and comfort food of the locals since the pre-war period. Its legend survived the difficult period of the Pacific War and was considered a rare source of protein during the food shortage following the war. Rationed goods, including mayonnaise, by the Allied Forces during the U.S. occupation of Japan were the objects of adoration during the food shortage period. It was BOTEJYU's merchant spirit and foresight that brought together a common comfort food of the locals with a rare commodity from the west.



BOTEJYU®
The Real Taste Of
[OKONOMIYAKI]



Osaka Food Culture The Ultimate Collaboration

BOTEJYU® was established immediately following the end of the war in 1946 in the city of Tamade in Osaka as an okonomiyaki specialty restaurant. Faced with a period of food shortage after the war, it was even more important for us to provide and please our customers with good food. We knew there must be a way to offer delicious food by creatively arranging the limited supplies at hand. In this way, we came up with the idea of topping okonomiyaki, our signature menu, with what was then a rare commodity that was an object of adoration, mayonnaise. The concept of topping okonomiyaki with mayonnaise originated from BOTEJYU® and is the ultimate example of collaboration in Osaka food culture.



Contribution to the Development of Japanese Mayonnaise

Developing the taste of mayonnaise.

At BOTEJYU®, we have continued to pursue the taste of mayonnaise to make our okonomiyaki more attractive and appealing. This mayonnaise especially for okonomiyaki has “mild acidity”, “rich flavor” and “smooth texture” and is loved by our customers as the “Osaka Mayonnaise”. While there are many mayonnaises on the market now for varying purposes, BOTEJYU® had already proposed and established the concept of mayonnaise for okonomiyaki since the end of the war. The Osaka Mayonnaise has also contributed to the evolution of mayonnaise in Japan.