

Pizza and Pizza Chefs in Japan: A Case of Culinary Globalization

By

Rossella Ceccarini



BRILL

LEIDEN • BOSTON

2011

CONTENTS

List of Figures and Tables	ix
Acknowledgements	xi
List of Abbreviations	xiii
Chapter One Introduction	1
1.1 Chapter Outline, Guiding Theories and Questions	10
Chapter Two The Cultural Object: Pizza	17
2.1 The Word and the Thing: The Origin of Pizza	19
2.2 From the Bottom to the Top: How Pizza Climbed the Social Ladder and Went Global	23
2.3 In Search of the Lost and Perfect Pizza: Associations and Certifications for Pizza Authenticity	28
2.4 Varieties of Pizza in Japan: Fry Pan and <i>Mochi Pizza</i> as Examples of Glocalization	34
2.5 Conclusion	39
Chapter Three The Social World: Italian Restaurants	43
3.1 The Pizza Pioneers: 1950–60s	48
3.2 Pizza Chains and Italian Cuisine: 1970–1980s	51
3.3 A Never Fading Trend: 1990–2000s	54
3.4 Today	58
3.5 Conclusion	63
Chapter Four The Receiver: The Consumer	67
4.1 Customers and Media Representations of Italian Cuisine	69
4.2 Chef's Perception of Japanese Consumers and of Italian Cuisine in Japan	81
4.3 Conclusion	88
Chapter Five The Creator: The Pizzaiolo	91
5.1 An Occupation in Evolution	93
5.2 The Italian Pizzaiolo in Japan	100
Vignette A) Massimo, in Japan since 1999 (38 years old at the time of interview)	100

	Vignette B) Peppe, in Japan since 2006 (24 years old at the time of interview)	102
5.3	The Japanese Pizzaiolo	107
	Vignette C) Hisanori (30 years old at the time of interview)	109
	Vignette D) Satoshi (47 years old at the time of interview)	115
5.4	The Pizzaiolo Goes Global	120
5.5	Conclusion	122
Chapter Six Conclusion: Towards New Understandings of		
	Food Glocalization	125
6.1	The Food Package	127
6.2	Transabroad Glocalization	129
6.3	Transnational Worker Flows and Occupational Formalization	130
6.4	Conclusion	134
Appendix Research Design		
	References	145
	Index	157