This Japanese pizza tour started with a pizzeria in the mountain town of Minakami. I wondered how a Neapolitan style pizza could be featured as a “must eat” food in a Japanese hot spring town. I asked how artisanal pizza, pizzaiolos and pizzerias made their way into the resort town as well as all over Japan. I pointed out each element as part of a cultural (or culinary) diamond. I analyzed each element separately in the course of the book, emphasizing the role of the food worker in the glocalization process. In this chapter, I intend to go over the main findings and concepts of my research (e.g. such elements as food package and transabroad glocalization). In doing so I will try to apply these concepts to different culinary and cultural cases. The summary will provide answers to the initial questions: i) How does an artisanal dish go global and how is it received and glocalized in a new country? ii) What role does the food worker play in the food glocalization process? iii) How is the food worker’s activity influencing and being influenced by consumers’ taste? iv) What is the impact of globalization on workers’ lives and working practices? And v) What is the impact of globalization on the food worker’s profession?

I used the case of pizza in Japan as an example of artisanal-dish globalization and we have seen that the origins of the now globally popular dish are traceable to the Italian city of Napoli. In the 18th century, pizza was the poor dish of Napoli, yet over time it has become one of the symbols of 20th century Italian cuisine. Pizza did not remain confined by the Italian borders: it crossed the Alps and oceans thanks to Italian migrants, and received a warm welcome throughout Europe and in the United States. However, the most important globalization landmark for the dish came in the years following the Second World War. Pizza flourished in northern Italy and Europe after the 1950s. When it spread across the United States in the years following the war, it achieved new forms of industrial standards, as was described in Chapter Two. In the same years, it sailed into the Japanese archipelago—not through packed, transatlantic, migrant passenger ships as in the
past, but through military vessels, an American marine and an Italian military chef being among the first to bring pizza to Japan. At the time it was only those who could afford to go to a foreign restaurant—mainly the (American) expatriate community, and wealthy Japanese—who could appreciate it. Then, beginning in the 1970s, pizza entered the supermarkets, and pizza chains entered the popular market, opening the way to the standardized pizza. In the boom of the 1980s, Italian cuisine moved out from a limited number of expensive restaurants and a taste for artisanal pizza developed. This I have explored in Chapter Three. In the meanwhile, pizza passed through the processes of naturalization and preservation described by Alan Warde (2000), the two processes leading not only to domesticated forms of pizza but also to the invention of new variations (i.e. mochi pizza). We have to wait until the 1990s for pizza to fully enter the authentication process (2000). Now, with the number of Japanese pizzerias certified by the AVPN continuously on the rise (Chapters Two and Three), we are entitled to ask: what can explain the popularity of Napoli style pizza in Japan? Let’s take a little step back.

In Chapter Two we saw how, at the beginning of the 20th century, southern Italian migrants looking for a better life brought pizza into the United States. In a similar way, following World War II, pizza spread into northern Italy and across Europe. For instance, in Germany, Italian migrants who had left their factory jobs to enter the restaurant business opened pizzerias. As part of their cultural capital, those migrants understood pizza from the taste and look of their mother’s Italian cooking. However, they were not professional food creators in the United States and Europe. They lacked the professional skill of the pizzaiolo and the knowledge to craft pizza according to what was then the Napoli style. It cannot be denied that differences in tastes, local contexts, and historical and social contingencies led to an alteration of pizza once it reached a new country. I maintain the original pizza also changed because it left without the knowledge and skills of its original creators. The glocalization of a foreign food might depend on consumer needs, local resources, and multinational corporation strategies, but the role played by the food creator cannot be underestimated, especially when dealing with an artisanal product. A good recipe comes not only from nature’s bounty but also the knowledge and touch of the food creator. In fact, in Chapter Four we have seen how the pizza chef is actively involved in teaching not only a trade to