

CENTER FOR ASIAN AMERICAN MEDIA PRESENTS  
**CAAMFEST 36**

**Award-Winning Okinawa Food Romance Film JIMAMI TOFU Set for San Francisco  
Premiere at CAAMFest36**

If you love romance and food, bring your appetite to watch JIMAMI TOFU at CAAMFest36, celebrating Asian American film, music and food

**San Francisco, CA** - The San Francisco premiere of the award-winning independent film, [JIMAMI TOFU](#), will be held on May 11th 5:10pm at the [New People Cinema](#), 1746 Post St, San Francisco with a screening to follow on May 12th, 12:30pm [AMC Kabuki 8](#), 1881 Post St, San Francisco.

[JIMAMI TOFU](#) is a love story between a Chinese Singaporean chef and a beautiful Japanese food critic, woven around the 100-year-old Okinawa Ryukyu Dynastic cuisine that holds the life medicine their broken hearts need to mend. Co-Writers/Co-Directors Jason Chan and Christian Lee who also star in the film will be in attendance.

Presented by [CAAMFest36](#) with support from the San Francisco Okinawa Kenjinkai (SFOKK). Tickets on sale from April 16: \$14 General Admission, \$13 Students/Seniors, \$12 CAAM Members. Purchase: <http://bit.ly/JimamiSF> or call (415) 552-5580.

Okinawan/Singapore film, [JIMAMI TOFU](#), sold out its World Premiere at the 37th Hawaii International Film Festival back in November 2017. The film also won the coveted **Audience Choice Award** at the conclusion of the festival.

Following the San Francisco premiere, [JIMAMI TOFU](#) will release theatrically in Taiwan, Singapore, Okinawa and online in China.

**JIMAMI TOFU Trailer:** [bit.ly/JimamiSFTrailer](http://bit.ly/JimamiSFTrailer)

**JIMAMI TOFU Production Stills:**

[https://drive.google.com/drive/folders/0B\\_\\_0EvxRFSdFbjNDTmpPc0ZGd00?usp=sharing](https://drive.google.com/drive/folders/0B__0EvxRFSdFbjNDTmpPc0ZGd00?usp=sharing)

[JIMAMI TOFU](#) was executive produced by **BananaMana Films** and shot in Okinawa and Singapore. Intertwining romance, food and the theme of homecoming, the film is an homage to Okinawa - in particular the rustic, village life and its traditional Ryukyu cuisine.

Subsidised by the Okinawa Film Office and completed in under 1 year - the results have also drawn praise from the Okinawa Convention and Visitors Bureau (OCVB) with the chairman, Chokey Taira,

visiting Hawaii to attend its world premiere. At a VIP reception after the screening Mr Taira remarked that [JIMAMI TOFU](#) is one of the most successful films they (OCVB) have ever funded. In particular he drew attention to the authentic portrayal of Okinawan culture that the filmmakers (Jason Chan & Christian Lee) were able to achieve. It was something he did not expect from two foreign filmmakers.

**BananaMana Films** established in 2012, in Singapore by American Christian Lee and Australian Jason Chan with the mission statement:

**To create aspirational Asian films in English for global distribution.**

Just three years later they achieved this with a web series called **PERFECT GIRL**. It won 7 international awards from 17 nominations and went on to be the first Singapore drama picked up by Netflix and the first non-Korean drama on Korea's Naver TVcast.

Having followed their progress over a few years the Okinawa Film Office invited the company to scout Okinawa to see if they could use it as a backdrop for their next drama with their objective to draw more visitors from South East Asia.

*"At first we were a little underwhelmed. We were seeing a lot of beautiful beaches but we have plenty of that in SE Asia too. It wasn't until we asked to see the more rustic, village life on the outskirts of Okinawa that we started to fall in love with it. Then we tasted traditional Ryukyu dynastic food and we knew immediately it would be the key to our story. We decided we didn't want to use Okinawa as a backdrop - it would be the centerpiece of our film. So we set about to create an immersive story infused with rustic, traditional food and romance that would make audiences yearn to experience Okinawa."*

Christian Lee (co-writer/director/producer)

*"Okinawa is quite unique, homely, rustic and it has its own sense of charm. Time also slows down here which is probably why it's famous for longevity. We really wanted to capture all of this in our film - to enable an audience to truly immerse in the Okinawa that we got to know and love. We wanted to be as authentic to the setting as we were to the story. Okinawa wasn't simply a backdrop - it was a central character to our film."*

Jason Chan (co-writer/director/producer)

### **Synopsis of JIMAMI TOFU**

A Chinese Singaporean chef formerly working in Tokyo, finds himself in Okinawa begging a disgruntled old chef to teach him traditional Okinawan food. A top Japanese food critic finds herself in Singapore on an eye opening discovery of SEA cuisine. In reality both are looking for each other after an emotional breakup years ago when she left him without a trace. Emotionally crippled by their breakup, he searches her home-town for her but discovers instead the art of traditional Okinawan food and her childhood best friend. Family secrets unravel and when she suddenly appears in Okinawa looking to find closure he cooks and serves her their final meal. Through it she discovers what she has been yearning for all these years.

*Genre:* Romance/Drama/Food

*Language:* English, Japanese and Okinawan

*Running Time:* 121 mins

*Locations:* Okinawa and Singapore

## Annex -- Quote Sheet

Attributed to	Quote
<p>Anna Page, Programming Director Hawaii International Film Festival</p>	<p>"One of the biggest hits of the 2017 Hawaii International Film Festival presented by Halekulani, JIMAMI TOFU sells out 800 seats in advance of its NOV 9TH World Premiere, causing the Festival to add an additional screening due to such high audience demand. Written and directed by filmmaking duo Jason Chan and Christian Lee, this international film proves that home is truly in our taste buds. A beautiful and delicious meditation on love, food, and our deep connection to place, JIMAMI TOFU is a mouth-watering delight that will have you craving Okinawan food!"</p>
<p>Chokei Taira, Chairman Okinawa Convention and Visitors Bureau</p>	<p>"We have funded over 40 films since 2007. We believe this film is the most successful film we have funded. We never expected a Singapore company to be able to create a film that paints such a realistic picture of Okinawa but the filmmakers, Jason (Chan) and Christian (Lee), did it so naturally. We believe this film will travel well and hope it will bring many new visitors from around the world."</p>
<p>Ed Morita, Review in Frolic Hawaii</p>	<p>"This film has done something that few foodie films do: It made me think. My wife and I have been discussing the merit of this film for three days now, and every conversation results in a new perspective and a deeper insight into the characters and their motivations. This is a film that will stick with you like its namesake dish, if you let it, and that makes it well worth seeing at this year's HIFF. Nov. 9 &amp; 11 5:30 PM — SOLD OUT"</p>
<p>Yeoh Siew Hoon, CEO and Founder, Web in Travel (WIT), Asia's leading online travel brand</p>	<p>"Jimami Tofu is a film that plunges you into Okinawa and makes you want to go there immediately, to taste the food, visit the places, get to know the people and experience the island. Above all, to make a connection with Okinawa.</p> <p>It's more than just a film about a place though, it's a story about relationships and friendships told through the love of food and traditions. Beautifully shot and lovingly told, it's a homage to Okinawa as much as it is to food, love and family.</p> <p>After I saw it, I knew I had to share the movie at our WIT Japan &amp; North Asia conference in Tokyo in June and the brief trailer we showed left such an impression on our audience that we've invited the filmmakers to speak and share their story at our main conference WIT Singapore this October.</p> <p>I feel it deserves to be seen by all who work in travel as an example of great storytelling and what that can do to make people yearn to go to places."</p>

###

### About CAAMFest:

CAAMFest, formerly the San Francisco International Asian American Film Festival (SFIAAFF), celebrates the world's largest showcase for new Asian American and Asian film, food, and music programs. Annually presenting over 120 works in the Bay Area, CAAMFest presents its 36th year from May 10-24, 2018. For

more information, please visit <http://www.caamfest.com>.

**About CAAM:**

CAAM (Center for Asian American Media) is a nonprofit organization dedicated to presenting stories that convey the richness and diversity of Asian American experiences to the broadest audience possible. CAAM does this by funding, producing, distributing and exhibiting works in film, television and digital media. For more information on CAAM, please visit [www.caamedia.org](http://www.caamedia.org).