

< Shinya Koike >



Country/Region : São Paulo, Brazil

Current Position : Owner, Restaurant “Aizomê” and Restaurant “Sakagura A1”

Shinya Koike has lived in Brazil for 20 years, and since 2010 has chaired the Japanese Food Promotion Committee of the Brazilian Society of Japanese Culture and Social Assistance. In this role, he coordinates Japanese food promotion events featuring celebrity chefs invited from Japan and provides education on Japanese food preparation techniques in Brazil. He also introduces Japanese products and ingredients at Japanese food events in Brazil by recommending menus. In addition, he collaborates with chefs specializing in other cuisines to expand the market for Japanese food products. By communicating the traditions and fundamentals of Japanese food in Brazil, he aims to open up new paths and enhance both the quality of the food and the skills of the people preparing it. In 2012, he published a cookbook entitled *A Cor do Sabor*, which was shortlisted in the Japanese cuisine category of the Gourmand Cookbook Awards.