

• **Ryuji Ishii**



Gender/Age: Male, 58 years of age

Country/Region: California, USA

Current Position: President, AFC Corporation

Achievements:

Mr. Ishii is a pioneer who started a take-home sushi business based on demonstrations and face-to-face sales facilities so that people could enjoy Japanese sushi in a more casual and familiar way. Until then, sushi in the USA had only been available at specialized sushi bars or Japanese restaurants. At present, AFC Corporation is developing the world's largest sushi restaurant chain, comprising 2,800 restaurants, mostly in the United States and Canada. In 2004 Mr. Ishii also published a specialist book about sushi entitled *Elements of Sushi*. He holds seminars on sushi culture for the general public throughout the United States, drawing on the contents of his book as teaching materials. In all these ways he has been making a major contribution to the popularization of sushi culture.