



Yumiko Aihara

Country/Region: France (Paris)

Age: 63

Current Position: Culinary journalist

○ Introduction of Japanese cuisine culture in France

- Spreading Japanese cuisine culture in France through introduction of Japanese foods, ingredients and culture attuned to present-day demand
- Has organized and given many Japanese cuisine demonstrations, tastings, and lectures
- Holds presentations for French chefs and others, explaining the features of Japanese cuisine and techniques involved

After having worked for a publisher in Tokyo as an editor of cooking books, she studied culinary sociology at the University of Paris 7 under a journalism scholarship.

Since 2005, she has given lectures and demonstrations on Japanese cuisine, food ingredients, and culture at the Japanese Culture House of Paris, embassies, consulates, the French National Culinary School, and universities.

Moreover, she has introduced Japanese cuisine and cooking techniques to French chefs, including chefs at three-star restaurants, as an art that has maintained its tradition as a cultural heritage while welcoming innovation. She also invites chefs to Japan to let them see and experience Japanese dietary culture.

She has organized and given many demonstrations, tastings, and lectures about such Japanese cuisine.

Furthermore, during important festivals, such as SIAL and SIHRA, she heads the JETRO pavilion and has been working vigorously to promote quality Japanese food products including rice, sake, beef, local specialties, and traditional food since 2011.

Through these activities, she contributes to the popularization and appeal of Japanese foods such as seaweed, soy milk, Japanese soup stock, *umami* and dietary culture among French chefs.