

• **Toru Iwasaki**



Gender/Age: Male, 60 years of age

Country/Region: Sao Paulo, Brazil

Current Position:

Representative Director and President, Tozan Group
President, Tozan Farm

Achievements:

Mr. Iwasaki has worked tirelessly to spread his educational campaigns about Japanese cuisine and to popularize Japanese food culture within Brazilian society. He has achieved this through his activities producing and selling miso (fermented soybean paste), shoyu (soy sauce), mirin (sweet rice wine for cooking), and sake (rice wine), all of which are essential items in Japanese food preparation. Mr. Iwasaki also invites influential individuals, chefs, restaurant owners and others to his farm where he serves them typical Japanese cuisine, grilled meat (seasoned Japanese-style), and other delicacies. In addition, he has made a significant contribution towards raising interest in Japanese food among ordinary Brazilians through other activities such as installing booths at Japanese events, carrying out PR campaigns for Japanese food materials, and hosting tasting sessions featuring *inari-zushi*, Japanese sake.