

• Noritoshi Kanai



Gender/Age: Male, 84 years of age
Country/Region: Los Angeles, USA
Current Position:
President ,Mutual Trading Co., Ltd,

Achievements:

It was Mr. Kanai who introduced hand-made sushi to the USA, where there was previously no custom of eating raw fish. This one act sparked today's global sushi boom. Mr. Kanai has also made considerable efforts to ensure regular supplies of fresh fish, seaweed, Japanese horseradish and others to the ever-increasing number of sushi restaurants in the USA. He has also introduced other foods such as regional sake brands, tofu and miso (fermented soybean paste), which he has made familiar along with Japan's food culture in US society. He offers management guidance to Japanese restaurants to ensure that they provide proper Japanese cuisine, and has made great efforts to promote the diffusion of Japanese cuisine by exhibiting at Japanese food and sake trade fairs, holding seminars for consumers.