



< Shiro Kashiba >

Country/Region : Seattle/United States of America
Age : 80 years old
Current Position : Restaurant owner
(Sushi Kashiba and SHIRO KASHIBA
SUSHI EXPRESS)
Japanese Cuisine Goodwill Ambassador

○ **More than a half a century of contribution to the popularization of Japanese cuisine and food culture as a pioneer of Edomae sushi in the U.S.**

- Since moving to the U.S. in 1966, his many years of contribution based in Seattle helped popularize Japanese cuisine in the U.S.
- Received training from world-famous sushi chef, Jiro Ono, before moving to the U.S.

As a pioneer of Edomae sushi in Seattle, Kashiba, a renowned Japanese chef in the U.S., has contributed to the introduction and popularization of traditional sushi for 55 years since 1966. While running his own sushi restaurants in Seattle, he participated in numerous events to introduce sushi and other Japanese cuisine which were greatly covered by media outlets due to his influence. His commitment to the popularization and establishment of the presence of Japanese cuisine in the country is tremendous. In addition to promoting sushi to local residents so that sushi would become a familiar food, Kashiba's contribution also extended to the introduction and popularization of the idea of *shun* (using ingredients that are in their prime season at specific times of the year) in Japanese cuisine.

His extensive work also includes the supervision of in-flight meals for ANA, JAL, and United Airlines, and his culinary skill, brand power, and reputation are extremely high.

In 2012, Kashiba received Consul General's Award from Consulate-General of Japan in Seattle in recognition of his efforts to popularize Japanese food.

In 2019, he was also appointed as a Japanese Cuisine Goodwill Ambassador.

Kashiba is also involved in the training of Japanese cuisine chefs and restaurant owners and contributes to the expansion of Japanese restaurants in Seattle. He participates in promotion events of ingredients produced in Japan to leverage his influence.