



## < Telma Yuca Shimizu Shiraishi >

Country / Region : São Paulo, Brazil

Age : 52 years old

Current Position : Owner and chef of Japanese restaurant “Aizomê”  
Japanese Cuisine Goodwill Ambassador

### ○ Promoting and spreading Japanese food culture in Brazil

- Has been operating Japanese restaurant Aizome since 2007 while contributing to the popularization of Japanese cuisine in Brazil.
- Introduces Japanese cuisine such as through media, cooperates on events hosted by the Japanese government, and is dedicated to charitable work through Japanese food.
- 2018: Received commendation by the Consulate General of Japan in São Paulo.
- 2019: Opened the “Aizomê Japan House Restaurant” in Japan House São Paulo.
- 2019: Appointed Japanese Cuisine Goodwill Ambassador.
- 2021: Nominated for Latin America’s 50 Best Restaurants 2021 for Estrella Damm Chefs’ Choice Award – Best Reinvention.

Telma Shiraishi opened Japanese restaurant Aizomê in 2007 together with chef Shinya Koike (Japanese Cuisine Goodwill Ambassador, appointed in February 2016) in the city of São Paulo, serving as sole owner and chef since 2011 .

While running Aizome, Shiraishi actively introduces Japanese cuisine through media and other methods, and provides information and appears in numerous media outlets in Brazil. She contributes greatly to the popularization of Japanese cuisine by introducing ingredients brought in to Brazil by immigrants from Japan, such as karashi mustard, wasabi, sake, bonito flakes, soy sauce, vinegar, and miso.

She also gives lectures on making *dashi* broth, a basic step in Japanese cuisine, as well as introduces cooking methods for ingredients from Japan that are not yet well-known. In addition, she actively cooperates in events conducted by the Japanese government, and works to promote understanding of Japanese cuisine and indigenous ingredients.

She also focuses on charitable activities through Japanese food, such as by distributing over 200,000 bento meals and approximately 60,000 basic food item kits since April 2020 to those facing poverty suffering the effects of COVID-19 and living in the streets of São Paulo.