



< Andy Matsuda >

Country/Region : United States, Los Angeles
Age : 69
Current Post : Chief Instructor / CEO of
"Sushi Chef Institute"
Japanese Cuisine Goodwill
Ambassador

○ **Contributed for many years to the training of Japanese cuisine chefs and the promotion and awareness of Japanese food and ingredients.**

- 1981: Moved to the U.S.
- 1998: Appointed as an instructor at a local sushi school
- 2002: Established the Sushi Chef Institute in Los Angeles, assuming the roles of Chief Instructor and CEO
- 2016: Appointed as a Sushi Chef for the globally renowned cruise line, "Holland America Line."
- 2018: Promoted to Culinary Council Member at Holland America Line
- 2019: Appointed as a Japanese Cuisine Goodwill Ambassador

He moved to the U.S. in 1981 and worked actively as a sushi chef. Appointed as an instructor at a local sushi school in 1998, he then established the Sushi Chef Institute in 2002, training approximately 2,300 people from over 35 countries worldwide, with over 100 of them opening their own businesses.

Since 2016, he has served as a sushi chef on the globally renowned cruise line, "Holland America Line" before being selected in March 2018 as the only Japanese sushi chef among just seven carefully chosen Culinary Council Members worldwide. Also dedicated to promoting the use of Japanese ingredients, he was instrumental in switching the soy sauce used in the onboard Asian restaurants to Japanese-made products, helping create demand worth approximately \$3.5 million annually.

In addition, he has been engaged in diverse activities, such as instructing sushi and other Japanese food to instructors and chefs at educational institutions both within and outside the U.S., as well as promoting Japanese agricultural, forestry, fishery products and food. Furthermore, his extensive activities include serving as an instructor for a project that provides elementary and junior/senior high school students in the U.S. with opportunities to learn about Japanese food culture. In 2019, he was appointed as a Goodwill Ambassador for the Promotion of Japanese Food.

During the COVID-19 pandemic, he conducted fish cutting demonstrations and other attractions at various locations, promoting Japanese ingredients at events on the East and West coasts and receptions hosted by organizations including the Japan Society, among other opportunities. He has also actively promoted the appeal of Japanese ingredients and food culture by organizing tours for U.S. chefs and other culinary professionals to visit production sites in Japan.