



< Teruo Shimizu >

Country/Region : The United States, Los Angeles
Age : 71
Current Post : Vice President of
“Miyako Oriental Foods”
Japanese Cuisine Goodwill
Ambassador

○ Contributed to promoting and raising awareness of miso and other Japanese ingredients.

- 1977: Moved to the U.S. and joined Miyako Oriental Foods, where he was responsible for establishing the first miso factory on the U.S. mainland as the Miso Production Manager
- 1981: Appointed as Vice President of the company
- 2022: Appointed as a Japanese Cuisine Goodwill Ambassador

After specializing in Fermentation Microbiology in the Department of Agricultural Chemistry at Meiji University, he joined Miyako Oriental Foods in Los Angeles in 1977. As Production Manager, he oversaw the first miso production facility on the U.S. mainland. Over the subsequent 48 years, he has been involved in miso production using organic soybeans, as well as the manufacturing of koji (malted rice), yuzu-kosho (citrus chili paste), ponzu (citrus vinegar), etc.

He was dedicated to expanding sales channels for Japanese ingredient-based seasonings to Japanese and local supermarkets and restaurants, he successfully launched in 1987 the company's own “*Cold Mountain*” brand miso in the high-end supermarket chain, Whole Foods Market. In the 1980s, Saikyo-yaki (miso-marinated grilled fish) with the seasoning of Miyako Oriental Foods' miso became a hit when served at famous Japanese restaurants in the U.S., significantly contributing to the expanded awareness of miso in the U.S. market.

Additionally, he continues his efforts to introduce miso as a plant-based umami seasoning at the world's largest food-related academic conference hosted by the Institute of Food Technologists (IFT). Miso, which was once referred to as “*Soybean Paste*”, is now globally recognized as “*Miso*”, thanks to his significant role in this global popularization.

He served as the President of “*Shichimikai*”, an association consisting of 60 local Japanese food manufacturers, for three terms in 2008, 2009, and 2015. In this capacity, he supported the efforts of member Japanese food manufacturers by playing a leading role in offering food safety seminars and other initiatives for the member companies.

Appointed in 2022 as a Goodwill Ambassador for the Promotion of Japanese Food, he has also actively engaged in educational activities and policy advocacy, including offering a lecture and a tasting session on miso at a local high school in October 2024, in collaboration with the Export Support Platform Los Angeles Office and the Japanese Food Culture Promotion Association.