

Nordic Star Chefs in Japan 17-19 October 2012

Final Report



Tokyo December 2012



EMBASSY OF FINLAND
TOKYO



アイスランド大使館



NORWEGIAN EMBASSY



EMBASSY OF SWEDEN

Tokyo

Table of Content

1. Background	2
2. Objectives	2
3. Nordic Star Chef in Japan Project	3
3.1 Workshop	4
3.2 Master Class	5
3.3 Press Event	6
3.4 One night only Star Dinner	7
4. Press	10
5. Project Outcomes	11
6. Future Activities	15
Attachment A Project Objectives	17
Attachment B Program	18
Attachment C Star Chef Menus	25
Attachment D Pictures from Events	31
Attachment E Press Clippings	33



1. Background

The idea for the *New Nordic Food* project came in early 2010, when one of Japan's biggest satellite stations (BS FUJI) screened the first series of *New Scandinavian Cooking* (Danish series only). The series was very well received and was subsequently screened another 4 times on the network, indicating that the *New Nordic Food* concept had caught the interest of the Japanese viewers.

As a nation of gourmards, the Japanese are renowned for their interest in food, and it is no coincidence that Tokyo holds more Michelin stars than any other city in the world, with Tokyo holding an impressive 320 stars compared with only 97 for Paris.

Japanese chefs are renowned not only for their cooking skills but also for their skills in selecting ingredients and composing menus to reflect the seasonal changes and the region in which the meal is being served, and it is these parallel references to the regional and seasonal influences in the new Nordic kitchen that has been the inspiration for the *Nordic Star Chefs in Japan* project.

The Japanese have also long had a strong interest in Nordic design and lifestyle, and as many Nordic chefs and restaurants have risen to celebrity status, an ever increasing number of Japanese food journalists and professionals are now travelling to the Nordic region to find inspiration and learn more about the new Nordic kitchen.

2. Objectives

The primary objectives for the *Nordic Star Chefs in Japan* project have been to, refer *Attachment A*:

- raise awareness about Nordic food culture in Japan;
- establish *New Nordic Food* as a recognised brand in Japan;
- foster cooperation between the Nordic Embassies in Japan, and act as a pilot for future collaborative Nordic projects and promotions;
- promote business, tourism and cultural exchanges between Japan and the Nordic countries; and
- provide a platform for future chefs and other food related exchanges between Japan and the Nordic countries.



Using *New Nordic Food* as the common platform, the *Nordic Star Chefs in Japan* project has probably been the most ambitious non-political collaboration between the Nordic Embassies in Japan to date, and has also acted as a pilot for how the *New Nordic Food* concept may be used as a platform for other similar promotions around the world.

3. Nordic Star Chef in Japan Project

Since starting this project in 2010, the Nordic Embassies in Tokyo have explored a number of ways of addressing these objectives, as well as overcoming differences in the levels of interest in and objectives for the project, and the differences in the financial and human resources that each country would be able to make available for the project.

To make it equal for all, and to ensure that the project would be presented as a coherent whole, it was early on concluded that the only workable option would be to launch the project as a public diplomacy project, aimed at the Japanese food press and tourism industry.

At the same time however, it was agreed that each country would be free to develop their own commercial activities to follow on from the main introductory event, and this is now expected to become a very important second stage of this project.

Focusing on the public diplomacy and press angle, the project was divided into four distinct components, refer *Attachment B*:

- a **workshop** to present the *New Nordic Food* movement, from the time when the founding chefs came together to write the Manifest and to the subsequent mainstreaming of the concept;
- a **master class** to show what New Nordic Food is all about;
- a **press conference** to address the Japanese food press directly and give the journalists a chance to learn more and taste new Nordic food; and
- a **one night only dinner event** to give each chef the opportunity to showcase their talents in collaboration with a well-known Japanese master chef.

The participants coming to Japan for the event were, refer *Attachment B*:

- Dr Einar Risvik (Chairman of NNF working group)
- Thorsten Schmidt (Star chef from Denmark)
- Hákon Már Övarsson (Star chef from Iceland)
- Antto Melasniemi (Star chef from Finland)
- Geir Skeie (Star chef from Norway)
- Malin Söderström (Star chef from Sweden)



3.1 Workshop

The *New Nordic Food* workshop was organised by and held at the Norwegian Embassy in the morning of Wednesday the 17th of October, and attracted around 90 people from the Japanese food and travel related industries.

The workshop was opened by the Norwegian Ambassador Mr Arne Walther and facilitated by Ms Snøfrid Emterud (Counsellor at the Norwegian Embassy in Tokyo).

The main presenter was Dr Einar Risvik, who gave an in-depth presentation of the *New Nordic Food* concept, including the background, current and future perspectives.

Dr Risvik's presentation was very well received, and many were very surprised to hear that *New Nordic Food* platform also has goals and objectives that go well beyond gastronomy.

This was truly a new concept to many, and something that should be expanded on as part of future initiatives, including on how *New Nordic Food* concepts are now being incorporated into hospital and school meals also.



The second speaker was Mr Namae Shinobu (Head Chef at L'Effervescence), who spoke about his own experiences of *New Nordic Food* and of his expectations for the collaboration with Norwegian chef Geir Skeie for their one night only dinner.

The last speaker was Ms Malin Söderström, who spoke about her experiences as a chef and on how she is embracing the characteristics of *New Nordic Food* in her cooking.

After the speakers, finger food prepared by Royal Cafe (a Danish cafe in Tokyo) was served, while guests had the opportunity to ask further questions from the presenters.



The evaluation of the workshop is that it drew a good attendance, with most people finding it very useful and informative. Some were already familiar with new Nordic cuisine but had come to learn even more.

In hindsight, the workshop could have focused more on the non-gastronomy aspects of *New Nordic Food*, and it is recommended that future events follow up on this, as this was clearly a surprising but also very interesting new concept to most of the attendees, and one that the Nordic Embassies have since received a lot of questions about.

To assist the promotion, it would also have been very useful to have had more promotional material at hand, especially a brochure or leaflet explaining the concepts behind and many aspects of the *New Nordic Food* platform, and it is strongly advised that such a brochure or leaflet be developed for future events.

A secondary aim of the workshop was to promote tourism to the Nordic region but although some travel brochures had been provided, the tourism operators did not actively take up this opportunity, and in the future more can therefore be done within this area also.

Also, only few of the invited Nordic food companies in Tokyo participated in the workshop, which was disappointing but perhaps underlining a frequently expressed perception that *New Nordic Food* is about gastronomy, and not the everyday food that is more commonly exported, and it is therefore recommended that this perception be addressed and expelled as part of any longer term strategy for using *New Nordic Food* as an export platform.

3.2 Master Class

The master class was organised by the Finnish Embassy and held at the prestigious Hattori Nutrition College in the afternoon of Wednesday 17th of October to give the five Nordic star chefs an unique opportunity to showcase their cooking skills and demonstrate what *New Nordic Food* is all about.

The master class was attended by more than 100 industry professionals (chefs, food bloggers and press), and although the event lasted more than 3 hours, no-one left and the atmosphere was intense until the last knife was put down.

Comments from the participants were that it was an extremely good event, and especially other chefs were very interested but also the press seemed to be highly impressed.

On the food side, participants found it interesting to notice that although each of the chefs had their individual cooking styles and techniques, there were strong common traits such as the extensive use of fish and a very Scandinavian "clean" approach to both cooking and presentation.

Others commented on the interesting mix of chefs that many felt gave a very good presentation of the depth and variety of the new *Nordic* kitchen, and although the chefs were cooking individually, there was a strong sense that this was a Nordic "team", each providing their own unique take on what *New Nordic Food* is about.

In conclusion, the master class was a very successful event, and in the future, this concept can be expanded and elaborated on, as this turned out to be a really good presentation format.

While the event was a success, the preparation of the event required a significant amount of work by the Finnish Embassy, including making leaflets for the event, mailing these to potentially interested contacts (a list that included more than 460 names provided by the Hattori cooking school), and keeping track of enrolments, handling entrance fees etc.

The reason for this was that although, the Hattori cooking school provided the venue for the event and although their contact person was very efficient and easy to work with, it was not an event organised by the cooking school, and in thinking about what can be improved for future events, many of these tasks could have been undertaken by the PR agency if more funding had been available.

For any future events, the master class concept could also be expanded to provide a small number of local chefs the opportunity to work with the Nordic chefs in the kitchen (true master class concept) and/or asking the chefs to prepare a course of dishes based on the same ingredients to highlight the variations brought out but different techniques and interpretations of the *New Nordic Food* concept.

3.3 Press Event

The press event was held at the Danish Embassy in the afternoon of Thursday the 18th of October, and organised by the Danish Embassy in collaboration with the Japanese Press Agency *K2M*.

The event attracted more than 50 journalists from food magazines, television stations and newspapers.

The aim of the press event was to introduce the concept of *New Nordic Food* to the Japanese press more broadly, a task carried out by Dr Einar Risvik, who presented the overall *New Nordic Food* platform, including the broader goals and objectives.

This was followed by a short introduction by each of the five Nordic chefs on how they interpret *New Nordic Food* in their cooking, and how this has influenced them as chefs.



Following a question and answer session, the chefs left to each prepare a signature dish for the press to sample. This food demonstration was very well received, and again comments were made on how the dishes by the five chefs were very diverse and yet also somewhat similar.

Of interest is also that many of the questions were directed at the panel of chefs as a whole, and not so much to the chefs individually, indicating that having a *Nordic chef team* really worked, and this is something that is therefore recommended for future events also.

In addition, the questions were mostly about Nordic food culture and Nordic ingredients, and only very few questions centred on the individual chefs and their respective careers.

As for the workshop, the huge element of surprise was that *New Nordic Food* is not just about gastronomy, and again it would have been useful to have had a professional brochure or leaflet that could have been handed out to explain the concepts behind and the many aspects of the *New Nordic Food* platform to the attending press.

Also, the chefs produced much more food than had been requested from them, which was positive in terms of giving everybody a chance to sample everything but which detracted from the allocated interview time. This though was an individual decision by each of the chefs, and perhaps a decision made in order to let the food do some of the explaining.

In the kitchen it was also observed that the chefs were working together rather than competing, and for future events, a collaborative dinner by the Nordic chef team could therefore be considered also.

In evaluating the event, it was found that it was very successful, with some of the chefs commenting that they had never before addressed such a huge press crowd on the topic of *New Nordic Food*.

On the downside, it would have been useful if a detailed interview schedule for each chef had been prepared in advance, and if a lot more interview time had been available for each chef.

3.4 One night only Star Dinner

The dinner venues for each of the five one night only dinners were:

- Denmark - restaurant **Narisawa** (www.narisawa-yoshihiro.com)
- Finland - restaurant **Yonemura** (www.r-yonemura.jp)
- Iceland - restaurant **Shunbou** (www.restaurants.tokyo.grand.hyatt.com/shunbou-restaurant/index.html)
- Norway - restaurant **L'Effervescence** (www.leffervescence.jp)
- Sweden - restaurant **Azure 45** (www.ritzcarlton.com/en/Properties/Tokyo/Dining/Azure_45/Default.htm)

As for all of the other events, each of the dinners held on Friday night 19th of October were sold out as follows, refer also *Attachment C* for the menus from the evenings dinners.

Danish dinner at Narisawa

Restaurant Narisawa holds 2 Michelin stars and chef Yoshihiro Narisawa is one of Japans most prominent chefs.

Perhaps because of this, this was the first time ever that Narisawa has invited another chef into his kitchen, and expectations were therefore high for the evening's dinner.

Despite the fact that the two chefs had never met before, and despite the fact that they did not speak a common language, Thorsten Schmidt and Yoshihiro Narisawa soon found common ground in the kitchen and during the course of Friday, developed a 13-course collaborative dinner that brought the offerings of each of the two chefs.

Narisawa is renowned for his focus on natural elements and references to wood and forests in his cooking, a concept that combines well with the concept of *New Nordic Food*, and many guests would probably not have been able to determine which of the dishes were prepared by Thorsten Schmidt and which were prepared by Yoshihiro Narisawa.

Looking forward, a visit by Yoshihiro Narisawa to Denmark and restaurant Malling & Schmidt is already being planned, and it is therefore expected that this collaboration will extend far beyond this project also.

The dinner was attended by the Danish Ambassador and a number of food press journalists.



Finnish dinner at Yonemura

The venue for Finland's Star dinner was restaurant Yonemura in Ginza, where the owner Masayasu Yonemura is renowned for serving excellent French and Japanese fusion cuisine. Yonemura also has a restaurant in Kyoto, and is a keen fan of Scandinavian architecture and design.

The co-operation between Antto Melasniemi and Masayasu Yonemura went well thanks to the ease and flexibility of both. In preparation for the dinner, the chefs had exchanged photos of some of their dishes, and they were also able to meet before the Friday night dinner event.

The concept of the Yonemura restaurant is to have a set menu for each month, thus the menu of the collaboration dinner consisted of the existing parts of Yonemura's menu combined with additional dishes prepared by Melasniemi.

On the day of the dinner, the Finnish embassy invited four food and lifestyle journalists and one cooking school contact to the dinner, and their feedback on the dinner was very positive.

The preparation of the menu continued right up until the very last minute, and the outcome was a tasty Finnish and Japanese fusion, and the restaurateur Mr Yonemura has therefore now expressed an interest in collaborating with Nordic chefs in the future also.

Icelandic dinner at Shunbou

The collaboration dinner between the Japanese and Icelandic chefs took place at the well-known Japanese restaurant *Shunbo* at the Grand Hyatt hotel in Roppongi. The menu prepared by the Japanese chef Takuya Nezasa and Icelandic chef Hákon Már Örvarsson offered a unique opportunity for restaurant guests to enjoy the mix of traditional Japanese Kaisaki dishes and modern Icelandic dishes with Icelandic ingredients such as lamb, fish and *Skyr*.

The collaboration between the two chefs was excellent, and the collaboration between the staff of Grand Hyatt Tokyo and the Embassy went smoothly, although the preparations for the event took a lot of work and had to be completed in a very short time.



From the beginning, the Icelandic Embassy had the opportunity to meet with, and be in close contact with, the Executive chef of Grand Hyatt Tokyo Tomas Baehner and his staff, and they were very helpful and created the platform that enabled the two chefs from very different culinary fields and countries to work together.

The Ambassador of Iceland and his wife attended the dinner along with their guests and two journalists from well-known magazines (Marisol and Numero).

Norwegian dinner at L'Effervescence

The dinner at L'Effervescence also went very well with the two chefs working together to come up with a striking menu combining the two chef's signature dishes, and underlining the similarities between modern Nordic and Japanese cuisine. The collaboration between the Embassy, restaurant and Chef was also very good.

In hindsight, the dialogue between the two chefs should have started a bit earlier, and this caused some stress for the Japanese Chef but once they met, the two chefs connected well and the outcome was very positive, and on the night, the restaurant was fully booked.

However, while some food writers attended the dinner, the PR company hired for the project came with their suggestions for journalists to attend the dinner too late, and several had to decline due to other commitments, and for future projects, it is therefore advised that the issue of press attendance is settled well in advance to ensure optimal press coverage.



Swedish dinner at Azure 45

For the one night only dinner, Swedish chef Malin Söderström worked in cooperation with Executive Sous Chef Kiyonari Araki at Azure 45 at the Ritz-Carlton hotel in Tokyo.

Azure 45 is a restaurant offering seasonal French seafood cuisine inspired by the freshest Japanese seafood, fish and vegetables, and is under the culinary direction of Executive Sous Chef Kiyonari Araki who has nearly a decade of hands-on experience, working in a number of Michelin-starred restaurants throughout France.

On the night of the dinner, a total of 12 guests were present including embassy personnel and a journalist from the Japanese men's magazine LEON.

The dinner consisted of six dishes, three from each chef, with the respective chef presenting and explaining their dishes to the diners, and Malin Söderström also speaking to the guests on how her dishes were giving them an opportunity to savour a taste of Sweden.

Overall the guests were very pleased with the food and the opportunity to get a taste of Swedish cuisine.

4. Press

Evaluation of PR Agency (K2M)

Due to a limited budget, the press agency K2M was only asked to handle the press event and send out press releases about the project as a whole, and was also responsible for identifying suitable journalists for the one-night only dinners at the five star restaurants.

In hindsight, this proved to be not enough but on their own initiative (and without any additional payment), the agency did end up also assisting in the handling of the press for the Master Class and the initial workshop to support the project.

The press event itself was a great success, and although it would have been ideal with more time for individual interviews, the attendance and interest in the event was overwhelming, which to a degree is also what caused the time pressures.

In evaluating the event, it has become clear that the role of the PR agency was not well understood by all, and that while the press agency delivered what they had been contracted to do, the success of the project was such that in hindsight, the role of the press agency should have been much larger, handling also the workshop, the master class and the final night dinners.

This though, was also a funding issue, and as the engagement of the press agency was by far one of the larger budget items, a significantly larger budget will be needed for future events if press matters have to be fully outsourced.

If a larger budget can be made available, it will be ideal to involve the PR agency in all of the events, as well as asking them to be responsible for online marketing (Facebook etc.), which is another task that took up much of the Embassies time before and during the event.

In addition, the PR agency could be asked to develop suitable background material in collaboration with the Embassies and the *New Nordic Food* working group. This though will require a significantly higher budget than what was made available for this project, which should also be taken into consideration when evaluating the performance of the PR agency.

Press Coverage

As the actual event was only limited to a three-day period, and mostly targeted at industry professionals, there was no expectation of a huge amount of press coverage in daily newspapers etc., and the main goal was to get the Japanese food press interested in the *New Nordic Food* concept.

Despite this, the project did however receive very good coverage in online media, the food press and even made it into the world's largest Newspaper, the Yomiuri Shimbun, with a nice article on the project. In addition, there has also been a few articles in Danish media and a very good television report on the project on NHK, Japan's National broadcaster, focusing on the collaboration between Thorsten Schmidt and Yoshihiro Narisawa.

As such, the total estimated PR value is 5-8 million JPY, which is considered a very good return on this event, refer *Attachment E* for actual press clippings.

Facebook

About one month before the event, a special Facebook event page was also launched (<http://www.facebook.com/NordicStarChefsJP>), and the page quickly attracted more than 1000 followers and ended up being used as the main online communication tool for the event.

In hindsight, it would have been desirable to have received more input from the *New Nordic Food* working group that could have been posted on the Facebook page, as the five embassies had to work hard to continuously produce and post relevant material to keep the followers interested.

The feeling therefore is that the Facebook page could have been utilized even more but that this would have required that more material had been readily available.

5. Project Outcomes

The overall assessment is that the project was very successful in terms of introducing and raising awareness about New Nordic Food in Japan, refer *Attachment D* and the below links to pictures and a video from the events:

(<http://www.flickr.com/photos/tyoamb/sets/72157631782924090/>)

(<http://www.youtube.com/watch?v=2bic16-hanw>)

Addressing each of the five objectives individually, the assessment is as follows:

Objective 1 - increased awareness about Nordic food in Japan

This objective was fully met, as reflected in the high level of attendance at each of the events, and the significant volume of media exposure that the event generated.

The challenge now is to keep and expand on this level of awareness through follow-up activities targeting for example the general public and expanding on the wider (non-gastronomy) aspects of *New Nordic Food*.

Objective 2 - establish New Nordic Food as a recognised brand in Japan

The seeds for this were definitely sown but this is not an objective that is achieved through one event only, and it is therefore now important that targeted follow-up events be developed and implemented to fully achieve this objective.

New events could include chef exchanges and facilitating press and food industry visits to the Nordic region to enable people to experience what *New Nordic Food* is about first hand.

Objective 3a - foster cooperation between the Nordic Embassies

This objective has been fully met, as it is clear that the people that were involved have established a much closer bond and developed a much better understanding of the work carried out by each of the Embassies, and that these working relationships will continue well beyond this project.

In the initial stages, the progress was hampered by very frequent staff changes from one meeting to the next, perhaps indicating that it initially was very difficult to establish the common goals and objectives for the project, and thus making it very difficult to determine which sections from each Embassy that should be involved and take responsibility.

However, once the decision was made to focus on only the public diplomacy and press angle, a firm working group was quickly established, making it possible to progress the project.

The overall comments on the Nordic Embassy collaboration have been that it has been very good and the dialogue easy and positive and that it has been a pleasure to work so closely together with other Nordic colleagues.

At the evaluation meeting, it was therefore agreed that there is a strong willingness to continue the cooperation on both food and other projects into the future.

Another comment made, is that there has been a significant difference in the amount of work and resources allocated by each Embassy, and although this may be true, this will probably always be the case for projects of this nature.

A key criterion for making this project succeed has therefore been the acceptance that each Embassy has allocated the resources possible and necessary to deliver their promised outcomes, and that the measure of success therefore should be the overall outcome of the project, and not whether some have contributed more than others.

That being said, there is no doubt that the overriding key to the success of this project has been the sheer willpower of the people involved, and that the project would not have succeeded, if all involved had not put in an extraordinary effort to make ends meet within the very tight budget and very limited resources available.

On the positive side though, the project has also shown that the Nordic Embassies between them have a very impressive professional network, and that this is what has made it possible to do things that might have been difficult to undertake by one Embassy alone.

Objective 3b – acting as a pilot for future projects around the world

In regards to acting as a pilot for future similar projects elsewhere in the world, the evaluation is that the project format seems to be good and one that can easily be copied elsewhere.

In regards to budget and resourcing however, there is a doubt that it will be just as easy to copy and replicate the success of this projects within the same limited budget, as this was probably only achievable as a one-off because all involved believed in the project and wanted it to succeed, and therefore were willing to invest necessary extra personal resources.

Evaluating the format, the key findings and recommendations for future projects are that:

- the first task should be to define the project objectives and levels of ambition, as this will determine who should be involved and take project leadership, and also help identify possible funding sources;
- a future initial workshop or seminar should focus on explaining the wider aims and objectives of *New Nordic Food*, as the gastronomy aspects are mostly already understood;
- it is very important that a brochure explaining the background and wider concept of *New Nordic Food* is developed, and where needed translated into local languages, to assist communication, and this is perhaps a task that could be taken up by the *New Nordic Food* working group;
- the master class format worked extremely well and can be expanded to attract an even larger audience;
- this event was focusing primarily on the press and future events could consider incorporating events for the wider public also;
- the project was based on a series of performances by the chefs individually but as it were, attention was mainly focused on the concept of *New Nordic Food* and on the Nordic region as a whole, and collaborative events or representation by less than one chef per country may therefore also work;
- the available budget was a severely limiting factor, and more could have been achieved with a higher budget, especially in relation to reaching a larger press audience; and

- likewise many resources were invested in identifying partners willing to participate for free, especially the chefs, and as they cannot be expected to work for free again and again, it is recommended that the various *New Nordic Food* groups consider creating a "Nordic chef team" that can be deployed for similar future events with their travels and time covered through corporate sponsorship agreements.

For future similar projects, it is therefore strongly recommended that more funding and general support is sourced or made available to help the projects succeed.

In addition, it has been very difficult to understand and differentiate between the various *New Nordic Food* constellations and programs. As an example, the application procedure to secure funding has been very hard to understand for an outsider, and as a result, the project was initially delayed, as funding was first applied for through one program, after which the application was redirected to another program instead.

Likewise, the communication with the Nordic Innovation project team has been hampered due to distance and other work pressures, and for future projects, it is recommended that a Nordic based project coordinator be designated also to assist the navigation of the Nordic setup.

For this project, it was also disappointing that no-one from Nordic Innovation was able to go to Tokyo to participate in the event, and especially the workshop could have benefitted from more input from the Nordic *New Nordic Food* groups, both in terms of actually being there and also in terms of providing more background material etc.

However, by the embassies pooling together their resources and contacts, and making the most of what was available, a lot of goodwill was extended by all that collaborated on the project, and especially the goodwill extended by the participating restaurants, the Hattori Nutrition College and the Nordic chefs was well beyond what could have been expected.

This huge amount of goodwill cannot necessarily be found everywhere though, and even in Tokyo it may be difficult to replicate this first event in this respect.

Secondly, it should be noted that most of the chefs worked for free and without their normal support staff, which is a huge and commendable gesture on their part but not something that can be expected to be repeated endlessly, as they all have their own restaurants and businesses to run. For future projects, it will therefore be necessary to consider some form of remuneration for the chefs also.

The lack of funding for the chefs also caused a number of other problems, including that it was very difficult to find chefs willing to come to Japan on the given terms, and that the chefs were not able to fully prepare and initiate the contact to the Japanese counterparts as early and as fully as would have been desirable.

The recommendation to overcome this is to consider putting together a "Nordic chef team" that can act as food ambassadors for the Nordic region and hopefully be backed by sponsorships from the food and travel industry.

Finally, the funding restraints made it necessary to do most things in-house by embassy staff, a strain that could also be overcome though more funding which would allow outsourcing of parts of the project.

Objective 4 – promote business, tourism and cultural exchanges

This is perhaps the one objective where the project has not delivered as well as could be hoped for.

In terms of cultural exchanges, there is a strong sense that at least some of the chef collaborations established through this project will continue, and a large number of the journalists that attended the events have already indicated an interest in going to the Nordic region to learn more, so in regards to the cultural exchanges the project has delivered what was expected.

On the issue of tourism promotion however, there was only very little active participation from the tourism operators, and although they had all indicated a strong support for the project, more input from their side and perhaps even a funding contribution would be welcome for future activities.

In addition, this is an issue that could very well be addressed by the Nordic based *New Nordic Food* groups, as the tourism aspect are likely to be similar for all future promotions, and that this therefore is something that can more easily be addressed centrally and from within the Nordic region.

The same comments go for active business participation, where it was notable that with few exceptions, there was next to no support from potential exporters.

The reason for this is most likely that *New Nordic Food* is often perceived as being primarily about gastronomy, and therefore not a natural framework for many of the more mainstream products that make up the bulk of food exports. This again though, is an issue that can probably be addressed centrally by the *New Nordic Food* groups with an aim to secure corporate level sponsorships for events such as these.

Other reasons for the limited commercial content is off course that the project was cast as a public diplomacy project only, and secondly that not all embassies have a similar internal setup – some have in-house commercial staff, while others have a separate trade council, and perhaps most significantly that many businesses may have adopted a wait-and-see approach, being unsure of whether the *New Nordic Food* concept would really catch on in Japan.

As the events unfolded and press started to come out, many got interested though, and as it has always been the aim to carry out commercial events as a second phase, now is perhaps the time to start focusing on this.

As a final note on the issue of commercial involvement, another issue has been on how to handle the different levels of commercial interests in each country, resulting in questions such as:

- should the commercial funding be earmarked for promotion of the country that secured the funding only, or should the funding be spent equally across the five countries regardless of contribution?
- should commercial funding be free of attachments, or should the participating chefs be obliged to repay the support by using sponsor ingredients, and could this result in a loss of integrity of the project?
- if an “each to his own” sponsorship approach was adopted, would this then lead to competition rather than cooperation between countries?



- and if not, would private sponsors approve of their funding being used to promote products from other countries and maybe even potential competitors?
- and if commercial sponsorships were accepted, would it then only be big business that would be allowed to take part in the project, or would the bigger sponsors be asked to partially fund the participation and promotion of products from minor sponsors also?

These questions were considered too big to handle for this first project, and the commercial angle was therefore cut out altogether but now that a framework for the Nordic cooperation has been established, the above questions may be attempted dealt with for the next phase.

Objective 5 – provide a platform for chef and food related exchanges

There is no doubt that this objective has been fully reached, and that the collaborations between the participating chefs will likely continue beyond this project, and that other new collaborations, both between chefs and within other food related areas, will develop as a result of this project.

6. Future Activities

At the onset, a number of possible follow-up activities were envisioned as follows:

Nordic Food Diplomacy	Where appropriate base the food for official functions at the Nordic Embassies in Tokyo on <i>New Nordic Food</i> concepts.
Chefs Exchanges	Formalising an annual chefs exchange program for both apprentice and professional chefs from the Nordic Countries and Japan. Both exchanges to cookery schools and restaurants/hotels can be considered.
Food Film Festival	Weeklong showcase of Nordic food themed films.
Info Norden	Development of Japanese language material on the Nordic countries, including on food, food related festivals, events and activities. May also include translation and/or development of recipes suited for the Japanese market.
Nordic Food Press Tour	Press tour for Japanese press to the Nordic region with a focus on gourmet and culinary experiences in the Nordic countries.
Nordic Chefs on Japanese TV	A feature on Nordic chefs and Nordic Cuisine on one of the very popular Japanese cooking shows.

And with this a very big thanks to everybody that has helped from the Tokyo Nordic Embassy teams:

Denmark: Jens H. Jensen, Katja Goodhew and Mads Dal Jørgensen

Finland: Kou Hattori, Mikko Koivumaa, Hanna-Liisa Peltoniemi and Etsuko Akiyama

Norway: Emerud Snøfrid Byrløkken and Akemi Date

Sweden: Hampus Lundstedt

Iceland: Akiko Hasegawa

And off course also a very big thanks to the chefs for all their work, to Nordic Innovation, the Nordic Ministerial Council and the *New Nordic Food* steering group for their support and funding, and to all of our projects partners here in Japan.



Attachment A Project Objectives

The Japanese are renowned for their love of food and it is no coincidence that Tokyo holds more Michelin stars than any other city in the world – an impressive 320 stars awarded to 240 individual restaurants, compared to Paris that holds only 97 stars awarded across 64 individual restaurants.

The Nordic region is catching up fast though, and with Noma voted the World's best restaurant and Rasmus Kofoed, Tommy Myllymäki, Gunnar Hvarnes and Matti Jämsen coming first, second, third and fifth, respectively, in the Bocuse d'Or 2011 competition, the Nordic countries have much to boast about, making this the right time to launch a targeted Nordic Public Food Diplomacy campaign in Japan.

The main activity for 2011 will be the introduction of SHOWCASE TOKYO and the New Nordic Food concept to the Nordic Embassies and associated representatives in Japan, as well as to the Japanese media, tourism operators, chefs, cooking schools, opinion leaders and the general public.

The introduction is expected to be carried out by representatives from the Nordic Ministerial Council and one or more of the authors of the New Nordic Food Manifesto. The activity is tentatively scheduled for May 2012. Other planned activities include television appearances by the visiting Nordic chefs, master classes with local Japanese chefs, a press event hosted at one of the Nordic Embassies and the launch of a new series of the New Scandinavian Cooking shows on one of the major Japanese television stations.

All of the Nordic Embassies in Japan are already actively using New Nordic Cuisine in their Public Diplomacy activities, and it is hoped that by joining forces in a larger initiative, all will mutually benefit from the project.

It is also the hope that the project will serve to further strengthen the collaboration between the Nordic Embassies in Japan, as well as to:

- raise awareness of Nordic food culture and gastronomy in Japan;
- establish *New Nordic Food* as a recognised brand in Japan;
- foster cooperation between the Nordic countries in Japan, and act as a pilot for future collaborative Nordic projects and promotions;
- promote business, tourism and cultural exchanges between Japan and the Nordic countries; and
- provide a platform for future chefs and other food related exchanges between Japan and the Nordic countries.

Using New Nordic Food as the common platform, SHOWCASE TOKYO aims to raise awareness of the Nordic region with view to strengthen and expand business, tourism and cultural exchanges between Japan and the Nordic countries.

Developing and implementing the project is further expected to enhance cooperation between the Nordic countries in Japan, and assist in developing a common Nordic expression that can be used in the promotion of the Nordic region more generally.

In parallel, the individual Nordic embassies and trade offices will continue to implement a range of separate food export initiatives that are expected to benefit from the exposure offered by SHOWCASE TOKYO, although these will not be integrated into the Showcase as such.

Attachment B Program



Introduction

The Japanese are renowned for their love of food, and it is no coincidence that Tokyo holds more Michelin stars than any other city in the world.

The Japanese have long had a strong interest in Nordic Design and Lifestyle and the rise of the Nordic Star chefs and restaurants has caused a sharp rise in the Japanese interest in New Nordic food also.

Many of the concepts from the New Nordic Cuisine "Manifesto" share similarities with the traditions of Japanese food culture, as for example the emphasis on using local and seasonal ingredients.

To address this interest, and foster further food related exchanges between Japan and the Nordic countries, the five Nordic Embassies in Tokyo, together with Nordic Innovation is now bringing New Nordic Food to Japan this coming October.

10.00 x 7.50 in

Manifesto for the New Nordic Cuisine

As Nordic chefs we find that the time has now come for us to create a New Nordic Kitchen, which in virtue of its good taste and special character compares favourable with the standard of the greatest kitchens of the world.

The aims of New Nordic Cuisine are:

1. To express the purity, freshness, simplicity and ethics we wish to associate with our region.
2. To reflect the changing of the seasons in the meals we make.
3. To base our cooking on ingredients and produce whose characteristics are particularly excellent in our climates, landscapes and waters.
4. To combine the demand for good taste with modern knowledge of health and well-being.
5. To promote Nordic products and the variety of Nordic producers – and to spread the word about their underlying cultures.
6. To promote animal welfare and a sound production process in our seas, on our farmland and in the wild.
7. To develop potentially new applications of traditional Nordic food products.
8. To combine the best in Nordic cookery and culinary traditions with impulses from abroad.
9. To combine local self-sufficiency with regional sharing of high-quality products.
10. To join forces with consumer representatives, other cooking craftsmen, agriculture, the fishing, food, retail and wholesale industries, researchers, teachers, politicians and authorities on this project for the benefit and advantage of everyone in the Nordic countries

Key Elements New Nordic Food (NNF) Promotion

The NNF events will include a master class at Hattori Nutrition College, a workshop on NNF for food professionals and the travel industry, a press event and a one-night only special dinner.

For these events, five star chefs, one from each of the five Nordic countries have been invited to Tokyo to take part.

At the master class, the chefs will talk about New Nordic Food at the prestigious Hattori Nutrition College led by the charismatic Yukio Hattori, known abroad from the IRON Chef TV show.

This event will be open to Japanese professional chefs who want to learn a little about what's cooking in the far North.



10:00 x 7:50 m

Ichi-go Ichi-e One night only dinner

Inspired by the Japanese tea-ceremony, where there is a concept called *ichi-go ichi-e*, literally "one time, one meeting" - the idea that any tea ceremony will only happen once in a lifetime - a special one night only dinner will be prepared by each of the Nordic chefs a five specially chosen Japanese top restaurants.

The idea behind this event is to give the five Nordic chefs an opportunity to collaborative with five of Japan's top chefs to create a special one night only dinner based on the key elements of New Nordic Cuisine.

In short, there is only this one chance to sample the results of this collaboration but at five different locations.



Yoshihiro Narisawa
Restaurant: Narisawa



Shinobu Naimae
Restaurant: L'Effervescence

Two of the collaborating Japanese chefs



トーステン・シュミット
Torsten Schmidt

Representing the next generation of Danish star chefs, Thorsten Schmidt is already one of the most respected top chefs in Denmark, and his restaurant *Malling & Schmidt* (located in Denmark's second biggest city Aarhus) is considered one of the most important Danish restaurants besides *Noma*.

Thorsten Schmidt runs the restaurant *Malling & Schmidt* with his wife Rikke Malling, with the pair showcasing the best of Nordic food by combining, blending and intertwining ingredients to reflect the time of year and the flavours and elements of the land.

Besides their main restaurant *Malling & Schmidt*, the pair also runs the more casual restaurant *Nordisk Spisehus*, and Thorsten is also regularly engaged for special events, such as the royal wedding of HRH Prince Joachim and Princess Marie HK in 2008, where he was co-responsible for the menu.

Lastly, Thorsten is also a member of *Nordic Foodlab* - the innovative food laboratory established by the owners of restaurant *Noma*.





アント・メラスニエミ
Antto Melasniemi

Antto Melasniemi started his career as a chef, he worked in various restaurants in Helsinki, Paris and in London.

Antto Melasniemi is a restaurateur, food visionary and concept planner, who started his career as a chef working in various restaurants in Helsinki, Paris and London.

His latest pop-up restaurant *HEL YES!* attracted considerable attention at the London design week 2010, in Kalasatama Helsinki 2011 and 2012 in Stockholm.

Another of Antto's projects is the *Lapin Kulta Solar Kitchen Restaurant*. This concept is designed by food visionary Antto Melasniemi and world famous Catalan designer Marti Guixé.

Its purpose is to challenge our perceptions about restaurants, cooking, food, drink and their relation to nature. It offers a unique chance to stop and enjoy good food, drink and a moment of peace.

He is also known for his successful restaurants in Helsinki: *Kuurma* 2005->, *Ateljé Finne* 2007-> *Putte's Bar&Pizza* 2011-> and soon to be opened *Kellohalli* restaurant and event space.



ハーコン・マウル・オルヴァルソン
Hákon Már Örvarsson

Chef Hákon Már Örvarsson, Bocuse d'Or and World Culinary Cup winner, is a chef fuelled by passion for his trade. Trained at the Iceland Hotel School, Chef Hákon comes from a country where people like to get the best out of simple, top-quality raw materials.

He began his career at the *Holt Hotel* in Reykjavik, part of the *Relais & Châteaux* chain, before leaving to train for the Bocuse d'Or.

Chef Hákon also served as Chef de Cuisine at the one Michelin star restaurant, *Lea Linster Luxembourg*. Recently, Chef Hákon has been working to promote Icelandic fish and runs two of the finest salmon fishing lodges in Iceland.

He also makes frequent guest chef appearances in the United States, Canada and Europe and acts as a part-time teacher at the Culinary Institute of Iceland.





ガイル・シヤイエ
Geir Skeie

In 2009, 28-year old Norwegian Chef Geir Skeie became an international cooking sensation when he led the Norwegian team to a gold medal at the Bocuse d'Or – the Olympics for Chefs.

Among his other prestigious prizes are: Chef of the Year 2007, the World Cup in Luxembourg with Chef League, and the Norway Cooking Championship.

When he is not at his restaurant in Sandefjord, Norway, he is a food consultant and participates in cooking events worldwide.

His cookbook *From Childhood to the Bocuse d'Or* was published in 2009.

He plans to open another seafood restaurant in his hometown Stord in 2013.



マーリン・セーデシュトロム
Malin Söderström

Malin Söderström was the first woman that became a member of the Swedish chef national team and also the first woman to create the Nobel Banquet Menu in 2011.

She is also famous for her participation in channel TV4's *Nyhetsmorgon* (a Swedish morning news and talk show that airs every morning on TV4) where she has inspired thousands with her cooking.

Malin is head chef of *Moderna Museet's* restaurant (the Museum of Modern Art) in Stockholm and co-owner of the restaurant *Hjerta*. Malin is also writer of many cookbooks.





October 17 2012 (Wednesday)

10:00 – 11:30 NNF Workshop

Venue: Norwegian Embassy
Event coordinator: Norwegian Embassy

The Workshop is aimed at introducing the concept of New Nordic Food to an invited audience with an interest in Nordic food and culture.

The targeted audience is Nordic chefs in Tokyo (including Embassy chefs), the Scandinavian Tourist Board, Japanese tour operators and Food Business representatives, including restaurant owners, food importers and representatives of Nordic food businesses in Japan etc.

One aim of the workshop is to discuss how NNF may be used as a platform for the introduction of New Nordic Cuisine and Nordic food products in Japan. Another is to focus on how NNF may be used to attract gourmet tourism to the Nordic region.

13:00 – 16:30 NNF Master Class

Venue: Hattori Nutrition College
Event coordinator: Finnish Embassy

The aim of the workshop is to introduce the concepts of NNF to an invited group of professional Japanese chefs and specialist food press representatives.

The format is that each of the five Nordic chef will prepare and present one dish in front of the invited audience.



October 19 2012 (Friday)

All day: Preparation for dinner at restaurants

Evening: NNF at leading Tokyo Restaurants

Venue:
Event coordinator:
Each Embassy responsible for own chef.

Venues

Denmark

Restaurant: **Narisawa**
Chef: **Torsten Schmidt**
www.narisawa-yoshihiro.com/

Finland:

Restaurant: **Restaurant Yonemura**
Chef: **Antto Melasniemi**
www.r-yonemura.jp

Iceland:

Restaurant: **Shunbou**
Chef: **Hákon Már Órvarsson**
restaurants.tokyo.grand.hyatt.com/shunbou-restaurant/index.html

Norway:

Restaurant: **L'Effervescence**
Chef: **Geir Skeie**
www.leffervescence.jp

Sweden

Restaurant: **Azure 45**
Chef: **Malin Söderström**
www.itzcarton.com/en/Properties/Tokyo/Dining/Azure_45/Default.htm



October 18 2012 (Thursday)

15:00 – 17:00 NNF Press Event

Venue: Danish Embassy
Event coordinator: Danish Embassy

The aim of the press conference is to introduce the concept of NNF to the Japanese press more broadly.

Introducing NNF will be *Einar Risvik*, chairman of the New Nordic Food workgroup, and this will be followed by a short introduction by each of the five Nordic chefs on how they incorporate the NNF principles in their cooking.

The event will also present an opportunity for interviews with both Einar Risvik and the five Nordic chefs.

The target audience for the event is Japanese media, and the main aim to attract attention to Nordic culture (including food culture) and the Nordic region as an attractive and interesting gourmet and tourism destination.

For more information

Royal Danish Embassy
Jens H. Jensen

T: 03 3496 3001
M: 080 1066 0799
jensje@um.dk

Official facebook page for the event:
<http://www.facebook.com/#!/NordicStarChefsJP> (Japanese only)



supported by



Attachment C Star Chef Menus

Finnish Menu at Restaurant Yonemura

Chefs: Antto Melasnimi and Masayasu Yonemura

Hors d'oeuvres

Buckwheat brioche, yuba (soy milk skin) rolls, home-made bacon, oil sardines, chamomile flavored konnyaku (konjac), barracuda with bourguignon butter, pickled cucumbers with honey and sour cream, beets with dill, beef with cranberry

Mains

Foie gras and eel risotto

Flatfish with radish and rye bread crouton salad

Spiny lobster and Matsutake bouillabaisse

Karelian pie

Japanese beef fillet with char-grilled local chicken of Tamba

Smoked vegetables with mashed potatoes

Hairy crab cold pasta

Oba (macrophyll) and blood orange sorbet

Desserts

Cinnamon buns

Cranberry mousse

Icelandic menu at Shunbou

Shunbou Tokyo Japan

NORDIC dinner with Chef Hákon
From Iceland



SHUNBOU

19 October, 2012 (Friday)



Menu

旬菜

鯖コッチジャン 酢味噌和え
紅葉鯛小袖寿司 白板昆布 萩銀杏松葉刺し
才巻海老塩漬 菊花百合根
Tuna marinated with red chili paste, vinegared miso
Sea bream sushi, kelp, ginkgo nuts
Boiled prawn with salt, lily bulb

御吸物

松茸と天然すっぽん土瓶蒸し
すっぽん白玉団子
Clear soup with matsutake mushroom
Rice flour dumpling, natural softshell turtle

シェフハーコンより

冷製スモークサーモン レモン風味のクリームフレッシュ
粒マスタードと蜂蜜 デイルオイル ラディッシュ 胡瓜
Japanese salmon by Chef Hakon
Cold smoked Japanese salmon, lemon crème fraiche
Grainy mustard and honey, dill oil, radishes and cucumber

焼物

琵琶湖産 子持鮎塩焼き
菊花蒸 酢橘
Grilled ayu trout, turnip, sudachi citrus

シェフハーコンより

放し飼いのアイスランドラム
根菜のグラッセ ジュニパーベリーで煮詰めたラムのジュ
アイスランド産乾燥野生ハーブとブルーベリー
Free range Icelandic lamb
Seared and slowly cooked filet of free range Icelandic lamb
Glazed root vegetables, juniper berry infused lamb jus reduction
Dust of dried wild Icelandic herbs and blueberries

食事

釜炊き松茸御飯 名残鱈 煮麺 香の物
Steamed rice with matsutake mushroom
Noodle with pike, conger, pickled vegetable

シェフハーコンより

アイスランド産スキールヨーグルトのムース林檎ゼリー
Skr of the Vikings
Delicate mousse of the Icelandic Skyr
Jelly of apples and crispy oat - hazelnut crumble
Served with cinnamon flavored poached rhubarb and red currants

和菓子

丹波栗のぜんざい
Chestnut and red bean soup

20,000

シェフ ハーコン・マウル・オルヴァルソン

Chef Hákon Már Örvansson



ハーコン・マウル・オルヴァルソンは2001年にボーキューズ・ドールでブロンズ賞を獲得し、北ヨーロッパの小国アイスランド出身で、シンプルかつ最高のクオリティーを持つ素材を生かしたエレガントな料理を創作するシェフとして注目を集めました。その後ハーコンはアイスランドの代表的なレストラン VOX で総料理長を務め、近年は海外におけるアイスランド料理の紹介を積極的に行っています。

Chef Hákon Már Örvansson from Iceland is the bronze prize winner at the Bocuse d'Or and World Culinary Cup in 2011.

His speciality is to prepare the best out of simple and top-quality raw materials in an elegant way.

He also served as Executive Chef at the renowned Vox Restaurant in Iceland.

Recently he has been working to promote Icelandic cuisine overseas, filled with passion for his trade.

料飲部副総料理長 日本料理担当

根笠卓也

Executive Sous Chef Japanese Takuya Nezasa



1959年9月18日 愛知県生まれ

1978年大阪あべの辻調理師専門学校卒

1978年株式会社 海鳥 入社

1991年なだ万 新宿店 副料理長に就任

1994年なだ万 料理研究室 室長代理
(料理の鉄人担当)

1996年なだ万 新宿店 料理長に就任

2005年グランド ハイアット 東京

旬房 総括料理長に就任

2007年料飲部 副総料理長 日本料理担当に就任

1959 Born in Aichi Prefecture

1978 Graduated from Tsuji Culinary School in Osaka

1978 Nadaman K.K.

1991 Nadaman Shinjuku, Sous Chef

1994 Nadaman Culinary Research Dept. Deputy Manager
(in charge of TV program "Iron Chef")

1996 Nadaman Shinjuku, Chef de Cuisine

2005 Grand Hyatt Tokyo Grand Chef, Shunbou

2007 Promoted to Executive Sous Chef-Japanese

Danish Menu at Narisawa

narisawa & schmidt

Ææ • Øø • Åå

Skovens Brød
“森のパン 2010”

Skovens Essence
森のエッセンス

Skovens Østers
森のカキ

Mos
苔

Danske Æbler
デンニッシュアップル

Rejer, Kosmos, Sudachi, Gele
活ラングスティーヌ・コスモス・スダチ・炒り酒

Porre, Søjvindsvin, Smør, Tang, Hø, Vilde urter
ポロネギ・ウニバター・海藻・干し草・スモークの香り

Grillet Spansk Makrel, Yuzu, Sanbaizu, Vinter Melon
サワラの塩麹漬け炭火焼き・柚子の灰・三杯酢・柚子こしょう・冬瓜

Aubergine fra Kyoto
賀茂ナス

Amadai, Matsutake, Sudachi
甘鯛・松茸・すだち

“Vilde æg”, granskud, svampe, enebær
鴨の卵・松茸のスープ

Glad Gris, Vilde Urter, Kinome, Boghvede
完全放牧 純血黒豚・野草・木の芽・そばの実

Nedfalden Frugt, Græs, Brun Sukker
XXXXX・芝・ブラウンシュガー

Japanske Kastanjer, Yamazaki Whisky
和栗・山崎ウイスキー

Norwegian Menu at L'Effervescence

Nordic Dinner Geir Skeie & Shinobu Namae

Norwegian traditions,-
Tomato herring, pickled herring,
aquavit cured trout, pickles and crisp breads.

Time & Memory-
Bamboo ash traditional Japanese cracker
with sanma, shirauo, matsutake, basil and black olive

Norwegian diver scallops,
cauliflower, lemon and hazelnuts.

Japanese fish, Japanese taste-
Slow cooked nodoguro with aubergine puree,
yurine, maitake, shimeji, karasi mizuna, menegi,

"Chawan mushi"-
Norway langoustine, fennel, celery, orange

Challenging Japanese method with New Nordic Philosophy~
Abalone tempura with daikon puree & cru,
tomato chutney, nasturtium & shiso, Rausu-kombu salt

Hot & Cold black soy-brown rice tea

Sterling white halibut from Norway "Bocuse d'Or"-
Jerusalem artichokes, smoked mussels, beetroot, browned butter.

Think local-
Japanese cheese & salad around here

Apple tart a la Norway-
Cinnamon, almonds, marinated "Summer red" and vanilla ice cream.

Heavy matcha & light chestnut, pear

Mignardises



Swedish Menu at Azure 45



CHEF MALIN SODERSTROM and CHEF KIYONARI ARAKI
NORDIC STAR CHEF and AZURE45 COLLABORATION

Chef Malin

ニシンの酢漬け、ホースラディッシュ、キューカンバー、赤いキャビア
Herring Pickles, Horseradish, Cucumber, Bleak Roe

Chef Araki

フォワグラのポワレ、マンゴ、セミドライグレープ 甘酸っぱいソースで
Pan-fried Foie Gras, Mango, Semi-dried Grapes, Sweet and Sour Sauce

Chef Malin

ヨーロッパ産ムール貝とクラブのクリームスープエストラゴン風
European Mussels, Crab Cream Soup with Tarragon

Chef Malin

サーモンの軽いスモークと季節の野菜のハーモニー温かいトリュフのドレッシングで
Soft Smoked Salmon, Seasonal Vegetables, Warm Truffle Dressing

Chef Araki

ラムロインのロースト、バタースカッシュピュレ コーヒー風味のラムのジュ
Roasted Lamb Loin, Butter Squash Purée, Flavored Coffee Lamb Jus

Chef Araki

シャンパンエスプーマ、レッドフルーツのマリネ ストロベリーシャーベット
Champagne Espuma, Marinated Red Fruits, Strawberry Sherbet

Attachment D Pictures from Events

Master Class at Hattori Cooking School



Press Event at Danish Embassy



Attachment E Press Clippings

See separate file due to size