



Japanese Sushi and Washoku to the World and to the Future





Washoku Inc.



MESSAGE FROM THE PRESIDENT

In December 2013 it was decided to register the “washoku” food culture as an intangible cultural heritage. Currently, the high evaluation of washoku being “healthy, safe and delicious” has been recognized by the general consumer, and has started to spread.

Though we are very pleased at this; on the other hand it has created a big issue as well. That is, in many parts of the world, there are insufficient craftsmen who provide Japanese food. As a result, for example, in a Japanese restaurant in Europe, there is a chef who has never come to Japan, and who has never learned about Japanese cuisine who is providing sushi for the customers.

Our aim is to foster practical “sushi and washoku cooking technicians” and send these passionate cooking technicians out to the world. “Japanese Sushi and Washoku to the World and to the Future” We have continued to work so that sushi will become the “Japan’s true soul food”.

President Takehiro Sakaguchi

坂口 岳洋





Washoku Inc.



PHILOSOPHY



The mission of Washoku Inc. is to expand Japanese food and sushi to the world and to become a platform for corporations and cooking technicians who are standing at the forefront.

For Japan, the organization makes it possible for every Japanese to experience hand-pressing sushi at least once, and to really feel that sushi is “Japan’s soul food”. We will continue with our activities so that a gathering of friends and family where sushi made by family is served, and so that such handmade heartwarming sushi becomes ordinary, and so that sushi does become “Japan’s true soul food”.



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Growing Needs of Sushi and Washoku

“Washoku” was registered as an Intangible Cultural Heritage of UNESCO in 2014, and Washoku, especially sushi, has Increased in popularity not only in Japan, but overseas as well. It is expected that its popularity will Increase in intensity towards the Olympic Games in 2020. In addition, awareness towards the safety of health is greatly expanding from developed countries to developing countries. However, even though there is a large market potential, there is a complete lack of human resources that can handle the appropriate product, meet hygiene standards, or have cooking and washoku technology. We will take responsibility for sushi and Washoku, which are the traditional culture of Japan, and for progressing in the development of human resources who can properly disseminate it in the correct manner.



Our strength

Our strength is definitely the "Exit strategy." As a member of a group that already has offices overseas (six in the US, ten in China, five in South Korea and three in the Philippines), we offer overseas stages where people who have studied sushi knowledge and technology can work. In addition, it is not sufficient to simply have knowledge and technology to work overseas. Acquiring technology based on science and theory on “why it becomes so” and “why it is that way” are essential. Washoku Inc. breaks away from the “look and learn” method that has been used until now for technical guidance, and based on the experience gained at the actual store and employee training for over 25 years, will develop world-class “sushi, washoku technicians”. In addition, we will improve support of local knowledge and technology by opening overseas schools, and by development of educational packages using videos.





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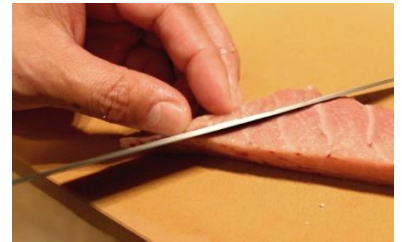


Services –our 3 Platforms

Under the philosophy of "Authentic Sushi and Washoku to the World" at Washoku Inc., we will develop three main businesses as the pillar of our company.

➤ Sushi, Washoku Cooking Technician Training Business

"Japan Sushi College" is an authentic Sushi and Washoku Technology School where sushi, cooking, and "basics" of restaurant business are taught. Not simply where one is taught how to "hand-press sushi" and "prepare the fish", but where hygiene and food management, which are the base, are taught from a scientific and theoretical viewpoint, aiming to train world-class technicians.



➤ Certification of Japanese Food Cooking Skills Promotion Business

In order to improve the technology for sushi and washoku that is spreading around the world, it is essential to establish a certain level of skill for the person responsible. At Washoku Inc., we will promote certification of technical skills for sushi and washoku cooking technicians, and issuing the license, promote the dissemination of the system.



➤ Sushi Making Experience for foreign tourists

Our wish is to introduce Sushi and Washoku in more correct way to the world. We hold the Sushi making workshop for tourists from abroad in Japan Sushi College. Through the experience of making Sushi, We provide the original taste and real fun of Sushi and Washoku, and we contribute to the expansion of Washoku market.





Washoku Inc.



About us

Company	Washoku Inc.
Established	October, 2015
Capital stock	¥42,750,000
President	Takehiro Sakaguchi
Business Details	<ul style="list-style-type: none">- Sushi and Washoku Technical School- "Japan Sushi College" operation- Certification of Japanese Food Cooking Skills Business- Sushi Culture Extension to General Household Business- Dispatch and placement services of Sushi and Washoku Cooking Technicians
Address	<p>3F Tsukiji Sky Building, 3-7-2 Tsukiji, Chuo-ku, Tokyo, 104-0031</p> <p>Tell: 03-6264-0043 E-Mail: contact@washoku-jinzai.co.jp</p>