

## Cool Japan Producer

# PROFILE SHEET



Name

Hitoshi Sugiura



Affiliation

Social Food Gastronomy



managerial  
position

Executive Chef



Specialty field

International marketing/Regional cooperation/Branding/Information transmission



Area of activity

Europe/America



Biography

In 2009, refined his senses and acquired new skills under Joachim Splichal, chef and founder of the Patina Restaurant Group, which has nearly 50 restaurants spread across the US, especially "PATINA" (LA/James Beard Award Winner), "Lincoln Ristorante" (NYC/Michelin 1 star). Also involved in catering for the Emmy Awards ceremonies, and engaged in significant reception party as the executive chef which held by Japanese government (MAFF) in 2014 & 2015, at the residence of United Nation's Ambassador in NYC and entertained the countless celebrities guests. Recently, he advocated his philosophy "Social Food Gastronomy" and is working to contribute to society through food in Japan and overseas.



Activity results  
success story

Since 2019, I have focused on sustainable cuisine, serving as the head chef at reception parties hosted by Japanese embassies in Denmark, Dubai, and India. Through these events, I have actively worked to spread awareness of Japanese food culture worldwide, highlighting traditional dishes and local specialties from various regions of Japan.

I am dedicated to further elevating Japan's culinary reputation, which is highly regarded globally. My goals include deepening the appreciation of Japanese cuisine overseas, increasing exports of Japanese products, and contributing to the growth of inbound tourism to Japan.



Related sites

<https://www.hitoshisugiura.com/>



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