

# Sushi Master Contest Held in Israel

As part of a campaign to explain Japanese food culture and the appeal of Japanese food to other parts of the world, a Kikkoman Sushi Master Contest has been held in Israel. The 3rd contest took place at Ocean Event Hall in Tel Aviv, in December 2012. There were roughly 500 visitors, including invited media and the public. As many as 28 professional culinarians applied to participate. Each prepared sushi utilizing their own sense of creativity and originality at the venue, and showcased their culinary skills. The jury consisted of the Israeli Minister of Agriculture and Fishery, the Japanese Ambassador to Israel and several people in the industry. The president of the jury was Naoyuki Yanagihara, future leader of the *Kinsaryu* school of culinary discipline.

Among countries in the Middle East, Israel is noted for its great many fans of Japanese dishes, especially sushi. Although its overall population is only 7 million, it is said to have more than 300 restaurants that feature sushi menus.

**Meidan Sibony, the 1st place winner**



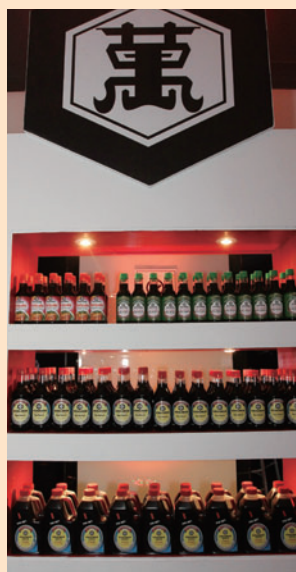
Judging comment by Naoyuki Yanagihara



Tasting of dishes that used Kikkoman products at the reception



Judging in the state room



Kikkoman products displayed at the contest hall



The winning sushi



Contestants simultaneously started preparing sushi at the starting signal