

Appointment of Japanese Cuisine Goodwill Ambassador (Mr Yoshiji Narita)



Mr Yoshiji Narita, runs eight Japanese restaurants in and around Auckland and has been promoting Japanese food since coming to New Zealand in 1990. Mr Narita has been appointed by the Ministry of Agriculture, Forestry and Fisheries of Japan (MAFF) as an Ambassador of Goodwill for the promotion of Japanese food. On 24 May, Ambassador Ito presented Mr Narita with a letter of this appointment.

Since the opening of the original Daikoku Restaurant in 1990, the establishment has grown into a series of eight branches and become a leading Japanese restaurant that is well known and loved by many people in New Zealand, with Mr Narita as its representative. In addition to managing the restaurant group, Mr. Narita has contributed to the development of the Japanese food industry as a whole by planning and organising events in which many Japanese restaurants in the city participate, and also by setting up social gatherings for Japanese restaurant owners. In recognition of these points, he was appointed as one of this year's 31 'Japanese Cuisine Goodwill Ambassadors' from among Japanese cuisine chefs working around the world. Since 2015, 173 people from all over the world have been appointed as Goodwill Ambassadors. This year is the first time that anyone from New Zealand has been selected, with three people receiving this appointment.

When presenting the letters of appointment, Ambassador Ito encouraged Mr Narita to continue his more efforts to promote Japanese food and Japanese culture through food. To

this, Mr Narita replied, "Although we have seen some tough times, I have been supported by many people who love Japan and are fans of Japanese food. I would like to continue to contribute, not only by providing food, but also by deepening cultural exchanges through Japanese food culture and increasing fans of Japan."

Congratulations to Mr Narita on his appointment as a Japanese Cuisine Goodwill Ambassador. We look forward to seeing you help New Zealanders become even more familiar with Japanese culture through Japanese cuisine and food.

(FYI)

In 2022 from New Zealand, Chef-Owner of Cocoro Restaurant, Mr Makoto Tokuyama; New Zealand representative for Daikoku Restaurant Group, Mr Yoshiji Narita; and Chef-Owner of Kinji Japanese Restaurant, Mr Kinji Hamada were appointed Japanese Cuisine Goodwill Ambassadors.

Please see the Press Release by the Ministry of Agriculture, Forestry and Fisheries at the following link for more details:

<https://www.maff.go.jp/e/policies/market/ambassa.html>