

Media Invitation:

Turning Food Loss Into a Sustainable Fine Dining Experience (December 9, Tokyo)

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## **Turning Food Loss Into a Sustainable Fine Dining Experience**

Date: Wednesday, Dec. 9, 2020

Time: 6:00-9:00PM

Place: Sakanoura Rojitei Yasaito (Washoku restaurant in Nakano)

Chuo 2-2-35 B1, Nakano-ku, Tokyo

Map URL: <https://goo.gl/maps/cKs87MGbasvkqb9e8>

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ByFood, Japan's one-stop food platform for restaurant reservations, food experiences, videos, and more, will hold a unique culinary event to spark a conversation about food waste in Japan.

This event is sponsored by the [Nippon Foundation Social Change Makers Program](#) and [ImpacTech](#). The dining experience is held in tandem with [CRUST](#), a company that uses leftover bread to produce beer, and chef Noriyuki Suzuki from Sakanoura Rojitei Yasaito.

Chef Suzuki will demonstrate his skills during a live cooking show, giving guests a front-row seat to witness the reinvention of fruits and vegetables that are considered “unsellable” into an elegant and sustainable meal. This produce—such as tomato, radish, carrot, cabbage, and pineapple—will be provided by [Sunrise Co., Ltd.](#), a food and beverage company that specializes in agricultural products.

Despite the Japanese concept of “mottainai,” which conveys a feeling of remorse due to waste, food loss in Japan is still a rampant issue with about 6.5 million tons of food being tossed out every year. This is about one bowl of food per person every day, according to a [report by MAFF](#). If it is possible to transform blemished or damaged ingredients into a fine dining experience, then every restaurant and household should be able to implement this ethical style of eating into their routine.

Through this experience, byFood aims to educate and bring awareness to the issue of food waste and promote sustainable eating. As a CSV (Creating Shared Value) company, supporting the United Nation's SDGs, particularly zero hunger, is part of byFood's mission. It is byFood's hope that this can become a regular event, bookable on [byFood.com](#), as part of an ongoing conversation about sustainability.

ByFood would like to invite ten journalists or writers to attend. If interested, please see the information below.

### **How to Apply**

Please send the following information by email to [info@byfood.com](mailto:info@byfood.com).

1. Name
2. Name of the media
3. Mobile phone number
4. Number of participants
5. Request for coverage

### **Timetable**

6:00 - 6:15 Welcome

6:15 - 6:30 Introduction

6:30 - 8:00 Cooking show & dining experience (menu TBD)

8:00 - 8:30 ByFood and CRUST presentations

Filming and photo-taking are welcome. Feel free to tag [Japan byFood](#) on Instagram. Please note that a videographer will be present to record the event.

**Language:** Japanese (English interpretation)

**Participation Fee:** Free

### **About ByFood**

ByFood is Japan's one-stop platform for foodie travelers. On [byFood.com](http://byFood.com), visitors can book food experiences like food tours and cooking classes, place restaurant reservations without Japanese, and learn about Japanese food culture and places to eat in different areas of Japan. Best of all, for every experience that is booked on byFood, a portion of the profit goes toward feeding children in developing countries through the **Food for Happiness** program.

### **About CRUST Group**

CRUST Group is a food tech startup valorizing surplus food into beverages and other products for food service and retail partners. Ingredients like bread and fruit peels are reincarnated into unique products like CRUST beers and CROP fruit sparkling waters, giving them a new lease on life.

### **About Chef Noriyuki Suzuki**

Noriyuki Suzuki, the owner/chef of Sakanoura Rojitei Yasaito, is a kaiseki master with a focus on creative Japanese cuisine. He has nearly 30 years of experience in professional kitchens, starting from the age of 16, and has run five restaurants over his career. Chef Suzuki's

approach to cooking is like that of an artist and he embraces seasonality, pleasing aesthetics, and the spirit of Japanese “omotenashi” (hospitality) in each and every dish.

**Contact**

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