

December 3, 2021

## **FOOD & LIFE COMPANIES won a Food Service Industry Award 2021.**

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Koichi Mizutome, President and CEO of FOOD & LIFE COMPANIES has won a 'Food Service Industry Award 2021' in Dining-out Service Section (Award Sponsored by Food Service Industry Press Conference)

### **[Reasons for Winning the Award]**

In 2015, he became the head of Sushiro, the leading kaiten sushi chain, and has brushed up the concept of Sushiro had. In doing so, he has demonstrated the exceptional skills in product development and promotions, which helped further widening the gap with its competitors. He was also keen on structural reform of the business. He quickly developed a new business format, apart from its existing suburban-roadside format, and launched it as 'Sugidama' targeting downtown area. The number of Sugidama brand stores has reached over 40. In addition, he acquired the long-established sushi business company, 'Kyotaru,' to strengthen take-away specialty business. He's also working on the reform of a kaiten sushi restaurant Kaisen-Misakiko that Kyotaru has. Koichi Mizutome is making its strong presence as a revolutionary force in the sushi industry.

### **[Award Overview]**

In 2004, Food Service Industry Press Conference celebrated its 25<sup>th</sup> anniversary and set up this Award with the aim of contributing to the development of the dining service industry and to fostering the food culture of the industry. Every year, all journalists of registered companies participate in the event, to select the persons who demonstrated outstanding performance, and/or the persons who made headlines in that year. These journalists then through their own media, report the news of the award winners. A prestigious award ceremony also takes place after the announcement. In addition, the journalists select a Key Word in Dining Service Industry which symbolizes industry's trend and has been a hot topic of the subject year. And reports it, along with the news of the award winners.

[More Details of Food Service Industry Award 2021] (Language: Japanese)

<http://www.g-kishakai.net/award2021.html>

\* Data Source: Food Service Industry Press Conference Official Website