



Niigata × Singapore  
PREMIUM  
NIIGATA PREMIUM DINING  
Dining  
— *in* —  
SINGAPORE  
Special Edition



# Niigata PREMIUM Dining

SINGAPORE Special Edition

2023.11.22<sup>WED</sup> > 23<sup>TH</sup>

“NIIGATA Premium Dining”, that is rooted in each place in Niigata prefecture and introduces its culture, history and climate through “food”.

At ESORA that is one of the most notable and spirited Japanese restaurants in Singapore, the top-notch chefs create a special one-time dining experience with abundant ingredients from Niigata while exploring the food culture and the rich natural scenery of Niigata.

[ EVENT DETAILS ]

01

## ■ [ HOST COUNTRY ]

Singapore

## ■ [ DATE AND TIME ]

- Wednesday, November 22 (Lunch / Dinner)
- Thursday, November 23 (Lunch)

3 dining sessions for 2 days

## ■ [ VENUE ]

ESORA Singapore

## ■ [ CHEFS ]

- Goh Fukuyama:  
Special Judge of  
“Niigata Gastronomy Award”
- Keiko Kuwakino:  
Head Chef, Satoyama Jujo
- Shunsuke Yoneyama:  
The fourth-generation owner,  
“Miyanoya”, Hakkaisan soba restaurant
- Takeshi Araki:  
Head Chef, ESORA Singapore



Using ingredients, seasonings and sakes from Niigata prefecture mainly and exploring the food culture and its cooking techniques, Chef Keiko Kuwakino of “Satoyama Jujo” and Chef Shunsuke Yoneyama of “Hakkaisan Miyanoya”, these 2 young chefs who represent Niigata prefecture and Chef Goh Fukuyama who is a special judge of “Niigata Gastronomy Award” and familiar with food in Niigata will join this dining event from Japan.

The venue is “ESORA” that is one of the most notable and spirited Japanese restaurants in Singapore. Totally 4 chefs with 8 hands including Chef Takeshi Araki of ESORA will create a special cuisine.

This event is intended to introduce the new tastes, culinary creation and the charm of the ingredients and tourism of Niigata prefecture to Singaporean and Japanese media thorough media, chefs and foodies in Singapore and increase the number of travelers who visit Niigata prefecture for food.



# ESORA

[ ESORA Singapore ]

It opened in Robertson Quay area, Singapore as a modern Japanese Kappo restaurant.

It received one Michelin star from “Michelin Guide Singapore Edition” and is now establishing its own position as a Japanese restaurant representing Singapore.

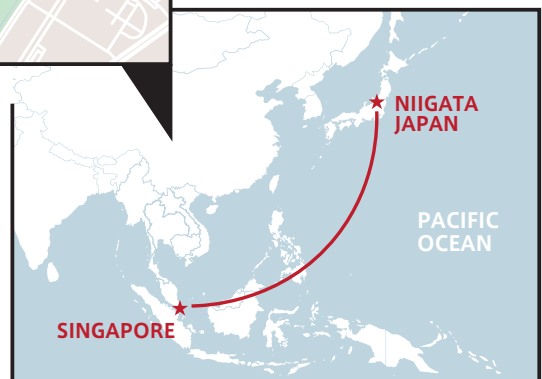


The restaurant is located on the ground floor of a traditional Peranakan-style shop-house along Mohamed Sultan Road.

It uses lots of natural materials and has 26 seats of the counter and table with a calm interior, which creates a suitable atmosphere to emphasize fresh ingredients and their delicate dishes.

## [ ADDRESS ]

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**Goh** Fine dining

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Irregular holidays

<https://010bld.com/goh/>

**Satoyama Jujo**

1209-6 Osawa,  
Minami-Uonuma-shi,  
Niigata, JAPAN

[http://www.  
satoyama-jujo.com/](http://www.satoyama-jujo.com/)

**Miyanoya**

Hakkaisan soba restaurant

Hakkaisan Osaki Tozan exit,  
3742 Osaki,  
Minami-Uonuma-shi,  
Niigata, JAPAN

TEL: +81 25 779 2145

Close on Thursdays

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**ESORA**

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Close on Mondays and Tuesdays

[https://www.  
restaurant-esora.com/](https://www.restaurant-esora.com/)



福山 剛

**Goh Fukuyama**

Special Judge of  
"Niigata Gastronomy Award"

Born in 1971, Fukuoka prefecture.

He started working part-time at a French restaurant in high school and pursued a career in the cooking field. After graduation, he trained at "ILE DE FRANCE" in Fukuoka and then served as a chef at "Mercury café" from 1995.

In 2002 he opened "La Maison de la Nature Goh" and it was ranked in "Asia's 50 Best Restaurants" for the first time in 2016.

In October 2022, he closed the restaurant for relocation and opened "GohGan" with "Gaggan Anand" on the ground floor of "010 building" near Canal City in Nakasu, Fukuoka in December of the same year. And on the 3rd floor, he opened a fine dining "Goh" that was named after his own name.

In 2023 he was appointed the Special Judge of "Niigata Gastronomy Award".

He is well versed in restaurants in Niigata prefecture.



米山 俊介

**Shunsuke Yoneyama**

The fourth-generation owner,  
"Miyanoya", Hakkaisan soba restaurant

Born in 1988 in Minami-Uonuma (previously Yamato machi), Niigata prefecture.

After graduating from college, he studied abroad in Canada.

He returned to Japan at the age of 23 and joined "Miyanoya", a family Hakkaisan soba restaurant.

Taking advantage of the off-season in winter, he traveled around South America, Africa, Middle East, etc. and broadened his view.

He studied at a college in the US at the age of 27 and then trained at "Satoyama Jujo" to keep improving himself and adding his knowledge.

He is working hard every day as the fourth-generation owner of "Miyanoya" to make his restaurant become the best soba restaurant in Japan.

He received Bib gourmand from "Michelin Guide Niigata edition" in 2020 and Chef's choice award from "Niigata Gastronomy Award" in 2023.



桑木野 恵子

**Keiko Kuwakino**

Head Chef,  
Satoyama Jujo

Born in 1980. Graduated from the faculty of Humanities, department of Comparative Culture of Musashi University.

She started her career as a therapist in Tokyo and traveled around the world such as Austria, Germany and India and learned yoga and vegetarian dishes in each country.

After returning to Japan, she worked at a vegan restaurant in Tokyo and then joined "Jiyujin".

She incorporates hot spring (communal bath) and tramping into her daily routine and has an interaction with the local senior citizens.

While firsthand experiencing the food culture and climate rooted in the land and the life in snowy region, she expresses the local gastronomy through cooking. She was appointed the head chef at "Satoyama Jujo" in 2018.

And she received one Michelin star from "Michelin Guide Niigata 2020 special edition" in 2020 and 15.5 points from "Gault Millau" in 2021.



荒木 盛志

**Takeshi Araki**

Head Chef,  
ESORA Singapore

Born in Hiroshima prefecture.

He spent his childhood in an area rich in nature in Hiroshima and after graduation from Ritsumeikan University he pursued a career in the cooking field.

After learning the essence of Japanese food at "Ryugin", a Japanese restaurant for 4 years, he was appointed the head chef at "ESORA" in Singapore.

At ESORA, he has a strong preference for a sense of the season, nature and the way of presentation and always serves modern and innovative Japanese Kappo cuisine.

"By serving authentic Japanese taste, we would like the guests to experience higher level of Japanese culture through our dishes." - he puts this strong feeling into his dishes.



## CLIMATE AND NATURAL FEATURES AND FOOD CULTURE OF NIIGATA PREFECTURE

Niigata prefecture that is located in the center of the main island of Japan borders the long shoreline of the Sea of Japan and has remote islands such as Sado Island and Awashima Island.

The midcontinent is heavy snow region and it snows more than 4 meters in some areas.

There are ski resorts and distinctive hot spring villages as well.

Niigata has wide varieties of food culture that you can experience only in Niigata prefecture such as the abundant marine foodstuffs from the Sea of Japan, mountain-based foods from famous mountains and fermented foods that take advantage of blessings of snow.



Additionally, Niigata prefecture is a famous region for rice that symbolizes Japan and also a cultural region of sake that has about 90 Japanese sake breweries.

Their per-capita consumption of Japanese sake is the highest in Japan.

In recent years, amazing restaurants have been opened by young chefs and Niigata prefecture is attracting more attention of foodies both at home and abroad.

It's also a good point that you can go there easily from Tokyo in about 70 minutes by bullet train.

Now is the time to visit Niigata prefecture if you want to experience the depth of the charm of Japanese gastronomy and trip!

INGREDIENTS LIST



Echigo Snow Crab

The only snow crab of the highest quality that is caught within Niigata prefecture is certified. The king of the winter delicacy that represents Niigata prefecture.



Le Lectier

A kind of pear that has distinctive of the heavenly smell, melting texture and sweetness. One of the kings of fall fruits in Niigata prefecture.



Edible Chrysanthemum (Kakinomoto)

One of the tastes of fall in Niigata prefecture. It's characterized by the vivid color and refreshing flavor. It's delicious when served as Ohitashi and vinegared dish.



Root vegetables

Niigata prefecture is blessed with rich soil and pure water. It's suitable for cultivating great root vegetables such as taro and lotus root.



Kanzuri

It's a traditional all-purpose seasoning of Myoko city. The umami is brought out by exposing chili peppers on snow.



Nanban Shrimp

It represents winter seafood of Niigata prefecture and was named after red chili pepper (Nanban) because of their resemblance of the vivid red color.

Niigata prefecture is the fifth largest prefecture in Japan. It has complex natural environment that consists of Sado island, a remote island, the basin of Shinano river that is the longest river in Japan and the heavy snowfall area of the snowy region, which brings outstanding biological diversity. Each area has wide variety of seasonal ingredients and their unique traditional cuisines from long ago have been passed down to this day. The marine products are really abundant

and especially the followings are famous.

- Yellowtail and horse mackerel (Ao-mono fish)
- Flatfish (demersal fish)
- Sea bream, sweet sea bream and nodoguro (white-meat fish)
- Salmon and masu salmon (from Murakami city)
- Snow crab and nanban shrimp

And as for vegetables, the qualities of root vegetables such as taro and lotus

root are very high and edamame, eggplant and asparagus are famous too. The productions of fruits such as Le Lectier, persimmon and strawberry are also thriving. In the mountainous areas and snowy regions, edible wild plants and autumn mushrooms are famous and they have been served as preserved food as well as raw food. In addition to rice production symbolized by "Koshihikari", soba is widely familiar to people.



SAKE CULTURE AND CRAFT CULTURE

SAKE

Niigata prefecture is one of the best production areas of Japanese sake.

There are about 90 sake breweries and their per-capita consumption of Japanese sake is the highest in Japan.

The secrets of deliciousness are pure snowmelt water from Echigo' s mountains and the strength as a rice-producing region.

And tireless efforts of "Kurabito", a technical group of sake and favorable conditions like cold winter that are suitable for sake brewing support the production.

The taste of the style described as "Tanrei Karakuchi" spreads beautifully in the mouth and the finish is pure.

The beautiful sharp taste that is compared to fireworks is the characteristic.



1. Murakami-kibori-tsuishu "SHUKI"
2. Tsubame city cutlery "CHI" (Ohizumi Bussan Co., Ltd.)
3. Tsubame city cutlery "MILTOON" (Kobayashi Industrial Co., Ltd.)



CRAFT

Niigata prefecture is proud of many excellent crafts that have been nurtured by the climate and history.

One of them is "Murakami-kibori-tsuishu" created in Murakami city since Edo era.

It introduces unique technique of making delicate carvings on wooden basis of natural trees such as Hoo and Tochi and lacquering in layers only with natural lacquer.

It's also attractive that the unique texture shows up as you use for a long time.

Tsubamesanjo in the central part of Niigata prefecture is flourishing in metal processing and known as "a town of manufacturing". Especially the cutleries that have been created for more than 100 years in Tsubame city are globally famous for the high level of the design skill and craft technique.

## CONTACT INFORMATION

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