

Opening Remarks by Ambassador Hiroshi Suzuki at the opening ceremony of EBISU restaurant on 31st January 2024

Mr. Varun Singal, Owner of EBISU,
Distinguished guests,
Ladies and Gentleman,

I would like to congratulate EBISU restaurant on the opening of your second restaurant in Saket. The second restaurant is inaugurated on the sixth anniversary of your first restaurant in Gurgaon back in 2018.

I have heard that EBISU in Gurgaon is popular not only among Japanese people but also among Indian people and packed with full customers every day. There are many EBISU fans among the Embassy staff as well.

EBISU, led by the owner Mr. Varun Singal, participates in the certification program of Japanese Food and Ingredient Supporter Stores Overseas (Japan Ingredients Supporter Stores). This is an initiative by the Japan Government, and EBISU has greatly contributed to promote Japanese food and food culture in India. I hope that the opening of your second restaurant will further contribute to this endeavor.

An amazing feature of your second restaurant is that, it has a sushi counter. You can enjoy authentic sushi using fresh Japanese seafood such as scallops and hamachi

(yellowtail). Export of Japanese Seafood to India is growing drastically, and I hope that more Indians will come to enjoy Japanese seafood.

It has been 10 years since "Washoku" was registered as a UNESCO Intangible Cultural Heritage. As the popularity of Japanese food increases worldwide, I would like to create more opportunities for people in India to learn more deeply about Japanese food culture.

I hope that, with the opening of this second restaurant, EBISU will play a leading role in the promotion of Japanese food and food culture in India, in collaboration with various event to be organized by the Embassy of Japan.

I am confident that this second restaurant will become a thriving place where people, regardless of their background, take delight experiencing the mesmerizing world of Japanese cuisines.

Thank you very much.