

PRESS RELEASE

9287 Midway
Durham, CA
95938
P: 530.345.4140
F: 530.345.4747

FOR IMMEDIATE RELEASE

Media Contact: Peggy Hutsell
(530) 345-4140
Peggy.Hutsell@TheRiceTrader.com

LORD OF RICE CONTEST

The Rice Trader Taps Area Native For Critical Local And International Role

DURHAM CALIFORNIA, October 23, 2013 – It is with great pleasure that The Rice Trader is able to announce that Chef Kotaro “Taro” Arai, owner of Mikuni restaurant, won the 5th Annual **Lord of Rice Contest**. As CEO Jeremy Zwinger, stated, “Chef Taro’s culinary skills and award winning dish surpassed expectations in the rigorous Lord of Rice contest. We have great respect for Taro and believe he will represent the chef community, along with the overall global rice industry very well.” Chef Taro was born on Japan’s southernmost island of Kyushu. In 1987, Taro’s parents opened a modest Japanese restaurant called Mikuni in Fair Oaks, a suburb of Sacramento, California, to provide new opportunities for the family. More than twenty-five years and several locations later, Mikuni is one of the most successful restaurant businesses in the Sacramento region. Chef Taro currently resides in the Sacramento area, California U.S.A.

Sushi chef Taro Arai is imaginative, inventive, personable, unpredictable, energetic, eclectic, and even a little bit outrageous. He’s one of the hottest and most renowned sushi chefs to hit the restaurant scene. With eight Mikuni restaurants flourishing in Northern California, Taro is setting a fast pace in the world of sushi. Taro has a natural instinct for creating gastronomical delights that range from traditional Japanese-style sushi to variations designed to please the American palate. He presents a menu unequalled by any sushi bar in the western United States, and has a knack for understanding and satisfying the distinct tastes of his customers. Mikuni has been the winner of the “Best in Sacramento” readership survey for fourteen consecutive years, and under Taro’s leadership, Mikuni sushi chefs have conceived more than 300 original creations—many of them named for their loyal guests.

As one of the aspects of winning the title Lord of Rice 2013, Chef Taro will lead the judging in 2013 for the **World Best Rice Contest**. This contest will be held in Hong Kong, SAR at the TRT World Rice Conference on Nov19-21, 2013. This critical event is expected to have around 500 industry members coming from throughout the globe and this wide attendance makes the Best Rice in the World Contest a true international experience.

International
Commodity
Institute

THE RICE
TRADER

Farm & Trade
Inc.

AgriFin

California Rice
Exchange