

Susumu Koyama, Top Prize Winner in C.C.C. Contest for 5 Straight Years Since 2011, to Announce "SUSUMU KOYAMA'S CHOCOLGY 2016" at SALON DU CHOCOLAT PARIS - Good Combination between Cacao and Fermentation/Maturation -

Susumu Koyama, owner and chef of "Pâtissier es koyama" in Sanda city, Hyogo Prefecture, western Japan), announced on October 7 a new selection of chocolate products titled "SUSUMU KOYAMA'S CHOCOLGY 2016," which will be on show at the world's largest chocolate exhibition, Salon du Chocolat (hereinafter SDC) 2016, to be held in Paris from Friday, October 28, to Tuesday, November 1.

The theme of this latest selection is "**Human - Coexisting with nature -**." Fermentation and maturation, which are necessary techniques to make chocolate from cacao fruit, are part of food culture that has taken root in Japan since ancient times.

Koyama has produced four types of chocolate, into which he infused the power of nature, by combining the gift of nature, which is produced by wisdom and techniques handed down from generation to generation, and modern technologies. Please pay close attention to completely new Japanese artisanship, which only Koyama has acquired because he was born and underwent training in Japan.

Koyama has won the top prize in the C.C.C. contest, the most prestigious contest in France organized by an organization of chocolate lovers, since he participated in the event for the first time in 2011. In 2014, he won "Excellence chocolatier étranger" (which had been called the most excellent foreign chocolatier award until 2012) -- given only to chocolatiers only if all their works presented for the contest receive full marks from all judges. He thus became the first Japanese national to win multiple awards in three contests. One of the judges praised him as an "**alchemist of tastes.**"

This will be the sixth time in a row for Koyama to participate in the SDC. Koyama will also participate in relevant events to be held at the same venue. At his booth during the SDC, **Koyama will demonstrate a combination between chocolate and sparkling "sake" rice wine produced by fermenting rice or "yuzu" citrus.** Please enjoy special experiences of Japanese artisanship along with Koyama's latest selection of chocolate products.

1) Pastry show: 11 to noon, Sunday, October 30

Chocolate-based sweets using fermented and matured materials will be presented in the show under the theme, "**Unseen Japanese tastes.**"

2) Chocolate sphere: 14:00-14:45, Monday, October 31

In this seminar, visitors can enjoy Koyama's latest collection of chocolate products -- along with a new music piece, which a renowned Japanese musician produced after being inspired by "SUSUMU KOYAMA'S CHOCOLGY 2016" -- with their five senses.

Susumu Koyama, Chocolatier:

- Our artisanship is based on wisdom and techniques left by our ancestors, which allow us to express natural tastes. I now clearly understand that expressing natural tastes means accepting nature as it is and freely expressing what one feels from "differences" made by nature, which is I believe is a universal theme for all kinds of artisanship.
- I would like to surrender myself to nature without resisting nature, thank our ancestors' wisdom and blessing, and leave what I can create only in this age to future generations. The theme of my chocolate collection in 2016 is "Human - Coexisting with nature -" out of such strong desire I've had.



SUSUMU KOYAMA'S CHOCOLGY 2016

The power of nature has been infused into four types of chocolate in Koyama's latest collection. Tastes and flavors of the gift of nature, which have been generated through fermentation/sun drying and maturation -- just like processing cacao -- have been combined with the tastes and flavors of chocolat au lait (milk chocolate) made from cacao produced in various areas. You can feel more profound and deeper tastes of the products. The decorations of the four types of chocolate express the power of nature, such as the flow of wind and water.



No. 1 Soy sauce nouveau: Combination between three kinds of matured materials -- cacao, "nikiri shoyu" and Pedro Ximenez sherry wine

- Soy sauce nouveau is a combination between "nikiri shoyu" -- whose taste has been made mellow and milder by completely boiling soy sauce, a kind of traditional Japanese seasoning agent -- and Pedro Ximenez sherry wine, which is known for its deep sweet flavor and mild taste because it has been matured by drying it under the sun. To bring out its taste and flavor to the maximum extent, "Sierra Nevada au lait 52%" made from Colombian cacao, which has sour and matured tastes just like raisins and berries, is used.



No. 2: Feng Huang Dan Cong Mi Tao Xiang (Phoenix peach-flavor oolong) & mango: Combination between flavors and the gift of nature generated through maturation by the power of nature and humans

- Feng Huang Dan Cong Mi Tao Xiang is a type of oolong tea made from single-origin tea leaves from Mount Phoenix in Guangdong province, China. Leaves picked from tea trees several hundred years old are naturally fermented and matured by skilled craftsmen to generate sweet flavor like peaches. To preserve such strong and delicate flavor, the tea is combined with simple and plain chocolat au lait (milk chocolate). Mango ganache, which accentuates the flavor of peaches, is put on the bottom. Its fruity lingering flavor generated by its double structure is impressive.



No. 3 Geisha coffee cherries & lychee: Combination between coffee cherries and lychee grown under the sun

Geisha coffee cherries, which have simple sweetness just like brown sugar after being matured by being dried under the sun, are combined with milk chocolate in Chanchamayo, Peru, which tastes sour like dried plums. Lychee ganache is put on the bottom of this chocolate to make its taste more fruity and deeper. Moreover, a thin layer of crushed "Panama Geisha Natural" beans is placed between the coating and the ganache to generate sour taste and subtle aftertaste of coffee.



No. 4 Praline "Narazuke" & mango: Praline cuisine produced through a combination between the power of nature and advanced technology.

- "Narazuke," a type of pickle which originated in Kyoto and whose flavor and taste change as it is fermented and matured, has been made into a flake form with an instant high-temperature and high-pressure press, a device using advanced technology in Japan. The material is then mixed with homemade praline of hazelnuts from Piemonte, Italy, and chocolat au lait (milk chocolate) made in Costa Rica. Homemade frozen and dried mangos are mixed into the chocolate as a hidden flavor. Furthermore, a thin layer of chocolate seasoned by passion fruit is placed between the upper and lower coatings to accentuate exotic taste, making its taste deeper.

Susumu Koyama's Profile



- Susumu Koyama was born in Kyoto in 1964. He opened "Pâtisseries Koyama" in Sanda, Hyogo Prefecture, in 2003.
- He has been pursuing ordinary but premium tastes that can satisfy even professionals. In the most prestigious contest organized by C.C.C., a group of chocolate lovers in France, **Koyama has won the top prize for five consecutive years** since he first participated in the event in 2011. He also presented his works in **the International Chocolate Awards** for four consecutive years since 2013. **In the 2016 America & Asia-Pacific championship, Koyama won golden awards for eight of his works, silver for 21 works and bronze for three.** He has won the largest number of awards of all contestants for four straight years. He has thus been expanding his activities.
- Koyama visits cacao-producing areas every year. He has visited Ecuador (twice), Madagascar, Vietnam, Indonesia, Colombia (twice) and Peru.
- Even now, he is aspiring to be a "cacaotier," a chocolate producer who has an idea close to those in cacao-producing areas, and learning the history of these areas, the cacao-growing environment and cacao's potentials from cacao hunters and excellent chocolate experts.

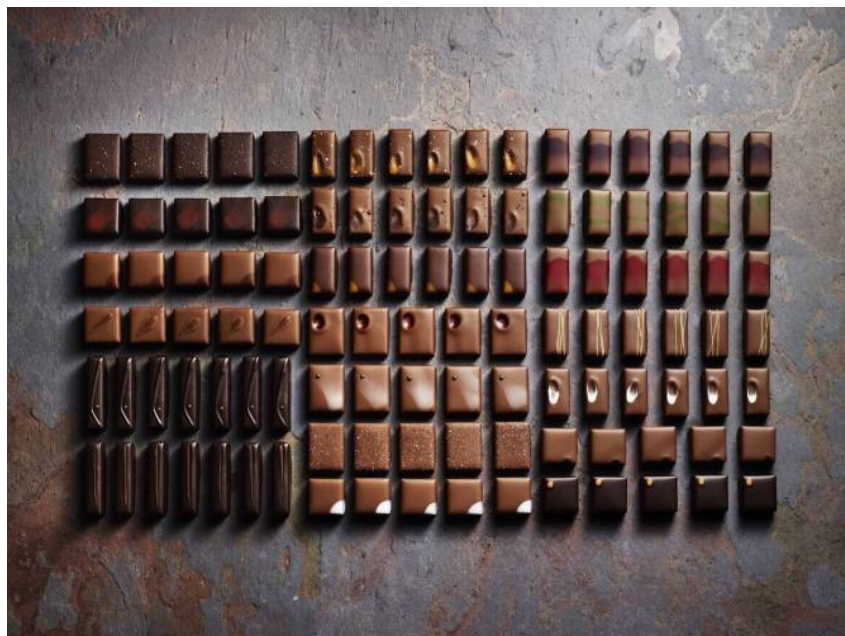
About "es koyama" booth

Overview : Visitors can enjoy varieties of chocolate created by Susumu Koyama as well as his artisanship in which he produces completely new products while respecting Japan's tradition.

Venue : Vilaris - Porte de Versailles, Pavilion 5, Stand C16

1) Sale of a new selection of chocolate products

Koyama produced many new products out of his passion for artisanship.



About “es koyama” booth

- SUSUMU KOYAMA'S CHOCOLGY 2016
- 2 Colombie
- Charred Shoyu
- Kenya coffee (Kainamui) & Chanchamayo 48%
- Rooibos tea & Akajiso (Red Perilla) Praline
- Sake lees (1 year old)
- Kinmokusei (fragrant olive) & chanchamayo 63%
- Moromi (material in soy sauce or sake that has been fermented but not filtered yet)
- Keraji-Pepper (a type of spice made from Keraji mandarin oranges) & Keraji Sesame praline
- Praline Amazon (4 Amazonian fruits) & Matcha
- Oriental Fromboise-Lotus tea & framboise (Vietnam 71%)
- Kiriboshidaikon (dried Japanese radish julienne)
- Panama Geisha coffee cherry (natural) & lychee
- White miso and Sansho (Japanese pepper)
- Fuki miso (a kind of fermented soybean paste)
- Gyokuro (high-quality green tea)
- Ethiopian Coffee (The Blue Nile, Natural) & Lychee + Raspberry

2) Combination between chocolate and sparkling sake

Please enjoy an excellent combination between “Shochikubai Shirakabegura Mio” -- sparkling sake that has been made from rice and malted rice and has subtle sweetness, moderately sour taste and refreshing bubble -- and newly produced chocolate. Takara Shuzo Co., Ltd., a Kyoto-based traditional Japanese sake brewer that produced “Shochikubai Shirakabegura Mio” has fully cooperated in this event.

3) Combination between chocolate and “yuzu” citrus

A seminar to allow visitors to enjoy an excellent combination between “Tokushima yuzu” citrus, known as a specialty in Tokushima Prefecture, and chocolate will be held at Stand A33 from 12:00 to 13:00 every day during the SDC.

4) Knife exclusively for chocolate

A knife exclusively for “es koyama” chocolate products is being developed as Susumu Koyama wants people to “examine, understand, taste and enjoy chocolate to a greater extent.” Ryusen Hamono Corp., a knife manufacturer based in Echizen, Fukui Prefecture, which has taken over the 700-year-old “Echizen Uchihamono” artisanship, is fully cooperating in the project. In this project, a knife called “Chocolate Shosa,” which can smoothly and beautifully cut the subtly coated “bonbon chocolat,” will be introduced.

5) Background music that a renowned musician produced in collaboration with the project

Chikuzen Sato, one of the most renowned Japanese singer-songwriters, has provided music he composed after being inspired by Susumu Koyama's creative chocolate products. The music is performed by the Tokyo-based New Japan Philharmonic. You can enjoy the music along with a video featuring the new products by Koyama at the booth.

Images of the booth

