



EUROPEAN SUSHI CHAMPIONSHIP

20
24

4TH NOVEMBER 2024

THE NIWAKI : 37, avenue Princesse Grace, 98000 Monaco





PRESENTATION OF ORGANISERS



ALICE TOUCHAIS

Managing Director of Sushi Robots

Alice began her career with Sushi-Robots in 2016 as Marketing Manager, working alongside Emmanuel Letellier, Founder and Director of the company. Four years later, Emmanuel Letellier decided to sell the company to pursue a new business. Alice Touchais and Kiyoko Hay took over the management of the company, which enabled it to expand, structure and become more competitive on a range of projects. Sushi Robots has revolutionised the art of sushi preparation by introducing innovative technologies and cutting-edge automation into the manufacturing process.

Thanks to her understanding of market trends, Alice has continued to develop the company, which is already the European leader in sushi machines and, more generally, in all machines dedicated to Japanese catering. But her ambition didn't stop there. With a strong attachment to traditional Japanese cuisine, in 2023 Alice embarked on the audacious project of buying the French and European Sushi Championships from Julien Panet. In the same year, she set up the Japanese Cuisine Academy (JCA), a professional training centre specialising in traditional Japanese cuisine.

Under Alice's leadership, Sushi Robots innovates and pushes the boundaries of gastronomic creativity, while remaining true to its passion for quality and authenticity, with a particular focus on traditional Japanese cuisine.





WAGNER SPADACIO

Executive Sushi Chef at THE NIWAKI restaurant

Born in São Paulo, Brazil, home to the world's largest Japanese community, Chef Wagner Spadacio discovered the world of Japan at an early age. He went to a Japanese school and tasted his first sushi at the age of 6! After arriving in France at the age of 14, he began his career in 2008, training first in French and Italian cuisine, then in Japanese in 2010 after obtaining his Chef Sushi diploma in Paris.

In 2016, he took part in the Open de France sushi competition, where he won, before going on to become French Champion in 2017 and World Vice-Champion in 2018. His career has taken him to the four corners of the globe, including São Paulo, London, Riyadh, Saint Barth and Monaco.

Today, Wagner is the Executive Sushi Chef at THE NIWAKI restaurant, where every day he takes his guests on a dizzying gustatory journey to the land of the rising sun.





THE PLACE

THE NIWAKI restaurant



The Championship will be held for the 2nd time at THE NIWAKI, a prestigious restaurant on Avenue Princesse Grace in Monaco. Known for its refined ambience and gastronomic excellence, this idyllic setting will add a touch of glamour to our event. THE NIWAKI will welcome attendees in a setting of elegantly sober architecture tinged with warm colours. The restaurant's central space, blooming on a shōji ceiling composed of translucent leaves divided by dark-coloured frames, is lined with mirrors. Offering an interplay of multiplication and reflection, it provides a sense of infinity overlooking the room.

The restaurant includes two indoor dining areas, a Bar Lounge (transformed into a press room for the occasion), a Sushi Bar (the chefs' preparation area) and a terrace. The majestic Kumiko sequences (Japanese screens) incorporated into the décor, and the subdued lighting, reinforce the Far Eastern atmosphere. In the Bar Lounge (press room), the cedar wood walls, comfortable seats and Bonnefille tulle tables make for a cosy, intimate setting. The Sushi Bar counter, made from Black Chen Chen wood, takes pride of place in the left wing of the restaurant.

THE NIWAKI : 37, avenue Princesse Grace, 98000 Monaco

+377 92 00 37 00 contact@theniwaki.com www.theniwaki.com





The European Sushi Championship, the brainchild of Julien Panet, is back for its 2nd edition. Formerly a partner, Sushi Robots is now the organiser of this exceptional event, which brings together the best European sushi masters.

On Monday 04 November 2024, the second European Sushi Cup will once again take place at Monaco's new must-visit Japanese destination, THE NIWAKI restaurant.

WHY INVEST IN THE 2024 EUROPEAN SUSHI CHAMPIONSHIP?

MAXIMUM VISIBILITY: Associate your brand with a renowned European event and reach an international audience passionate about Asian gastronomy.

UNIQUE PARTNER EXPERIENCE: Integrate your products into the event, offer exclusive tastings and create live demonstration opportunities.

PRODUCT SHOWCASE: Highlight your products through our communication channels, including social media, press releases and dedicated publications.

EXCLUSIVE NETWORKING: Access exclusive networking opportunities with top chefs, food industry professionals and specialised media. This first-of-its-kind event in Europe promises press coverage in specialised media (web/print, TV) at regional, national and European level. The event will be attended by members of the jury, candidates, partners, members of the Monegasque government, the media, top chefs, influencers and Monaco's Top VIPs.

PARTNER PACKS :	Diamond Pack	Gold Pack	Silver pack	Bronze pack
	8 000 € HT	6 000 € HT	3 000 € HT	1 500 € HT
Possibility of product placement within the establishment, or of making products (or catalogs) available in the competition and tasting area.				
Privileged access to the entire competition and to the press area				
Participant sign				
Winning cups				
Chef Jacket				
Jury jacket				
Photo Pack				
Logo for advertising posters and invitations				
Diploma and fictitious cheque				
Opening speech				
Website				
Social medias				
Photocall				
Microphone announcement				
Possibility of awarding prizes to the champion				



HOW CAN I BECOME A SPONSOR?

To discuss sponsorship opportunities tailored to your company, please contact us before **22 August 2024** at:

contact@sushichampionship.eu

05 54 54 02 78





COMMUNICATION GUIDE



[DOWNLOAD COMMUNICATION CONTENT](#)





RULES AND GUIDELINES

Partners undertake to comply with **THE GRAPHIC CHARTER** defined by the organisation of the European Sushi Championships. This includes the appropriate use of the logos provided by the organisation, as well as compliance with the guidelines in terms of colour, typography and layout.

Before any media created by partners is published or broadcast, it must be **SUBMITTED TO THE ORGANISING TEAM FOR APPROVAL**. This stage ensures that the messages conveyed are in line with the values and image of the event.

Compliance with these provisions helps to maintain coherent and harmonious communication around the European Sushi Championships, thereby enhancing the impact and credibility of all parties involved.



USE OF LOGOS

WHITE LOGO

On a dark background (blue, black, etc.)



COLORS LOGO

Only on a white background



15mm

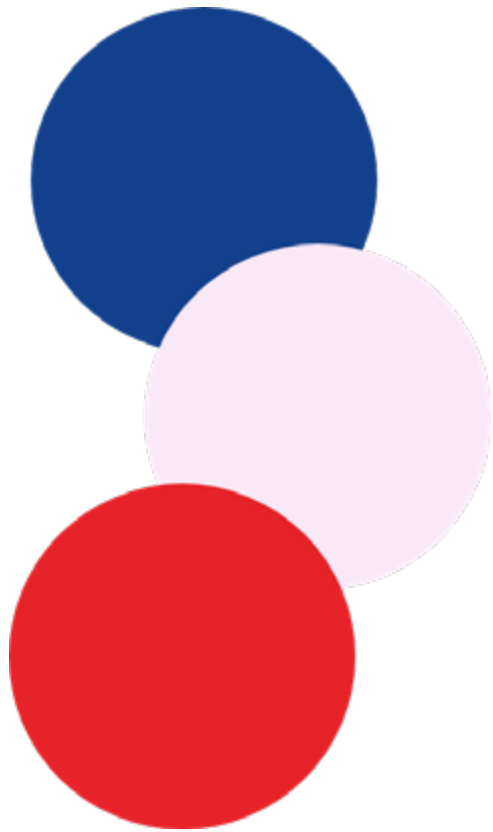


SPACING BETWEEN LOGOS





GRAPHIC CHARTER



HEX: #13408C

RVB: R/19 V/64 B/140

CMJN: C/100 M/91 J/11 N/1

HEX: #F9E8F5

RVB: R/249 V/232 B/245

CMJN: C/2 M/13 J/0 N/0

HEX: #E52329

RVB: R/229 V/35 B/41

CMJN: C/0 M/94 J/84 N/0

FOR TITLES
TANKER REGULAR

For texts

Abel Regular





USEFUL LINKS

INSTAGRAM: [@european_sushi_championship](#)

FACEBOOK: [@Europeansushichampionship](#)

LINKEDIN: [@Europeansushichampionship](#)

WEBSITE: [www.sushichampionship.eu](#)





CONTACT US

contact@sushichampionship.eu

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