



WELCOME & SPONSORSHIP PACK

20
25

28TH OCTOBER 2025



EUROPEAN SUSHI CHAMPIONSHIP

3RD EDITION

The **European Sushi Championship** is the unmissable gathering of the continent's top sushi masters—an event where **tradition and innovation meet in a spirit of excellence**. Each year, this high-level competition brings together the best European sushi chefs, selected or qualified for their talent, precision, and creativity. They come to proudly represent their countries through a series of **technical, artistic, and tasting challenges**.

These meticulously designed trials highlight the **mastery of traditional Japanese techniques, the freshness and quality of ingredients**, and the ability to **surprise and innovate while respecting the foundations of sushi artistry**. Each creation is evaluated by an **exceptional jury** composed of renowned figures from **Japanese and international gastronomy**, ensuring a demanding and credible assessment.

Held annually in a **European culinary capital**, the European Sushi Championship is far more than just a competition: it is a true celebration of Japanese gastronomic culture, enriched by the active participation of chefs from Japan, respected sushi masters, and key figures of the Japanese culinary world. Through this unique dialogue between ancestral Japanese craftsmanship and contemporary European creativity, the event becomes a living cultural bridge, where tradition and modernity meet, evolve, and inspire one another.

As such, it offers a prestigious showcase of the precision, discipline, and passion that define the art of sushi, drawing an audience of culinary professionals, international experts, enthusiasts, food influencers, and generating wide-reaching specialized media coverage.





THE 2025 OBJECTIVES

Sushi Robots would like to add more substance to the past format, so that it becomes a real meeting place, and learning opportunity for the professional sushi chefs, and the professionals working in the Japanese culinary industry.

THIS INCLUDES:

- Reviewing the judging format
- Organising side master classes/work shops focusing the topics which of the interest of today's Sushi / Japanese chefs in Europe (workshops about Japanese knives, Ikejime, etc etc)
- Providing the display/stand spaces for the sponsors to promote their products and services as in 2024 in Monaco, where we had:
 - A caviar stand
 - A tuna tasting stand
 - An oyster tasting stand
 - A Japanese products stand
 - An art exhibition





SOME FIGURES FOR 2024



10 CANDIDATES



10 COUNTRIES



13 NATIONALITIES



24 PARTNERSHIPS

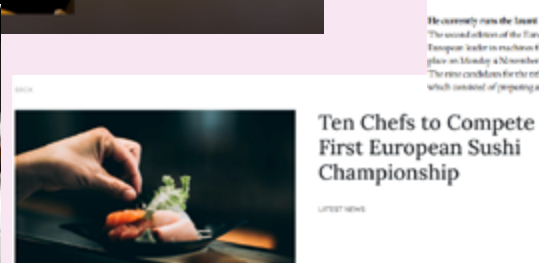
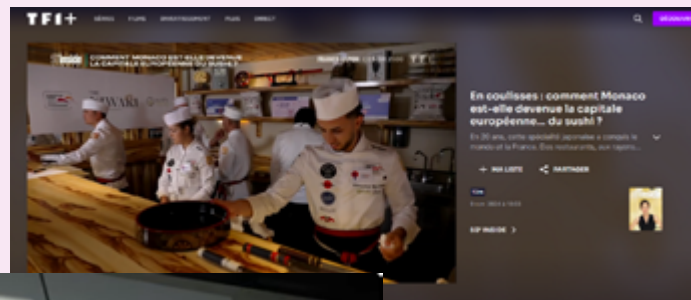
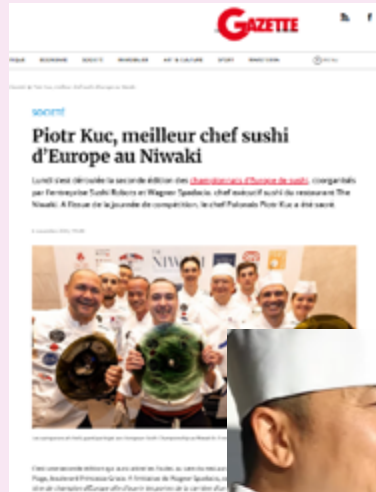


300 SPECTATORS

(RESTAURANT PROFESSIONAL, MICHELIN-STARRED CHEF, INFLUENCER, ARTIST, ETC.)



PRESS PRESENCE





WELCOME

Dear sushi friends,

It is with great enthusiasm that I address these few words to you:

The European Sushi Championship is a unique event that celebrates the precision, elegance and excellence of the art of sushi. By joining the event as a partner, you become a key player in this dynamic. Not only are you supporting a major culinary event, but you are also taking part in a celebration of culture, rigour and creativity.

I'd be delighted to welcome you to this wonderful adventure, and to work with you to build an unforgettable event.

I look forward to seeing you soon,



ALICE TOUCHAIS

Managing Director of Sushi Robots





ADVISER



SUDA-SENSEI

Pufferfish Master Chef, Head Chef Okimizuki Restaurant City of Tsuruoka, UNESCO Creative City of Gastronomy, Japan

Suda-Sensei is the head chef of the renowned Japanese restaurant Okimizuki, located in Tsuruoka, Japan — a city widely recognized as a must-visit destination for seafood lovers. With over 25 years of experience in traditional Japanese cuisine, particularly sushi and kaiseki, he embodies the highest standards of culinary craftsmanship. A passionate fisherman, Suda-Sensei is also a dedicated practitioner and researcher of the Ikejime technique — a refined art that preserves the freshness and enhances the flavor of the fish. His expertise in this domain is widely respected across Japan.

He is also a master of the fugu knife, a prestigious skill that has positioned him as a central figure in the organization of the Japanese Fugu Knife Mastery Championship. This annual competition is preceded by expert-led seminars on fugu, attracting enthusiastic learners from all over the country. Preparing and serving fugu is considered one of the most advanced skills in Japanese fish knife mastery.

The rich culinary heritage of Tsuruoka has earned international recognition, and the city has been officially designated as a UNESCO Creative City of Gastronomy. In acknowledgment of his commitment to preserving and promoting this heritage, Suda-Sensei was named an official ambassador of Tsuruoka's culinary tradition.

Deeply passionate about sharing his knowledge and mentoring young chefs, Suda-Sensei regularly welcomes culinary students to his restaurant, and also travels abroad — particularly to the United States and Canada — to teach and inspire the next generation of chefs.

We are truly honored to work with Suda-Sensei as part of the European Sushi Championship. His involvement greatly elevates the standard and credibility of the event, reinforcing its position as a prestigious culinary competition on the international stage.





ORGANISING COMMUNITY



WAGNER SPADACIO

Executive Sushi Chef at the NIWAKI restaurant

Born in São Paulo, Brazil - home to the world's largest Japanese community outside Japan - Chef Wagner discovered the world of Japanese cuisine at an early age. Educated at a Japanese school, he tasted his first sushi at the age of 6.

He moved to France at the age of 14. He began his career in 2008, training first in French and Italian cuisine, before specialising in Japanese cuisine in 2010, after obtaining his Sushi Chef diploma in Paris. It didn't take long for him to gain recognition: he won the Open de France de Sushi in 2016, became French Champion in 2017, then World Vice-Champion in 2018.

His career has taken him to the four corners of the globe: São Paulo, London, Riyadh, Saint-Barthélemy, Monaco... An international career marked by a constant demand for precision and creativity.

Chef Wagner is currently Executive Sushi Chef at THE NIWAKI restaurant, where every day he offers an exceptional sensory journey to the heart of Japan. He was also co-organiser of the first two editions of the European Sushi Championships, bringing his invaluable expertise to the success of these events. His talent and vision have become indispensable: today he is a key figure in our adventure.





ORGANISING COMMITY



MIGUEL BÉRTOLO

ACPP – Professional Cooks of Portugal Association / TCSW – Tokyo College of Sushi and Washoku / London College of Sushi and Washoku Official Instructor / Technical Coordinator – Japanese Cuisine | Sushi | Fish Treatment Lisbon, Portugal

A renowned and passionate chef, Miguel B. has a degree in culinary arts and specialises in Japanese cuisine, with prestigious certifications obtained in Japan (TCSW and AJSA). He is currently a trainer at ACPP Lisbon and TCSW London, and plays a key role in Japanese government-certified training in Europe.

Entrepreneur, consultant and founder of the Chirashi Sushi and Ramen concept in Lisbon, he also supports numerous projects in Portugal and the Middle East.

Vice-champion of the World Sushi Cup in Tokyo (2017) and the European Washoku Cup (2022), this year Miguel joins the organisation of the European Sushi Championship for the first time, bringing his expertise and vision to this great culinary adventure.





ORGANISING COMMUNITY



YUKO PEREZ

Japanese cookery teacher, assistant to Damien Muller, Ikejime master fisherman

Yuko Perez, originally from Japan, was introduced to the art of sushi by her uncle, a renowned master in Tokyo. With over 20 years' experience in Japanese restaurants, she combines tradition, rigour and passion.

In 2017, she put her know-how to good use by becoming a trainer, combining technical expertise with a keen sense of pedagogy.

A specialist in Japanese culinary techniques, Yuko is also heavily involved in raising the profile of the profession: she chairs the Jury for the French and European Championships in Japanese cuisine, where she works actively to raise the level of excellence.

Driven by her passion for quality fish, Yuko also accompanies Damien Muller (Master Ikejime fisherman) during the fishing season, helping to perfect fish processing techniques that respect both the product and the environment.





THE PLACE

Quinta do Jordão



Quinta do Jordão is an exceptional estate of almost 10 hectares located in Porto, Portugal, perched high above the Douro River. A former wine-producing estate, its peaceful atmosphere, lush gardens and traditional architecture are a delight to behold. We are proud to be hosting the European Sushi Championship 2025, a major event bringing together the continent's top chefs.





WHY INVEST IN THE EUROPEAN SUSHI CHAMPIONSHIP 2025?

The European Sushi Cup is back for an exceptional 3rd edition, to be held this time in Porto, the jewel in Portugal's crown.

After having been a historic partner, Sushi Robots is organising this prestigious event for the second year running as the main sponsor. This championship brings together Europe's best sushi masters in a high-level competition combining precision, creativity and culinary excellence.

On **28th October 2025**, Porto will host this unique celebration of Japanese tradition and European daring, for a day of gastronomic expertise and emotion. Each year, the choice of a new host country allows the championship to spread throughout Europe and reach new audiences: chefs, restaurateurs, food lovers, partners and investors. Following the success of previous editions, Porto has established itself as an exceptional new stage for promoting the art of sushi, passing on rare skills and encouraging culinary innovation.

It's a strategic and inspiring meeting place, ideal for those wishing to be associated with a fast-growing event, rich in value, visibility and opportunities.

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

A UNIQUE EXPERIENCE FOR PARTNERS: Integrate your products into the event, offer exclusive tastings and create opportunities for live demonstrations.

SHOWCASING PRODUCTS: Showcase your products through our communication channels, including social media, press releases and trade publications.

PRIVILEGED NETWORKING: Access exclusive networking opportunities with top chefs, food industry professionals and specialist media. This unique event in Europe promises media 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 VIPs.



RELIVE THE 2024 EDITION

PARTNER PACKS:		Diamond pack 8 000 € HT	Gold Pack 7 000 € HT	Silver Pack 5 000 € HT	Bronze Pack 3 000 € HT
1	Opportunity of the product placement and/or displaying the products in the venue				
2	Logo on horizontal banners				
3	Logo embroidered on the chefs' jackets worn by competitors				
4	Logo embroidered on the chef's jacket worn by the judges				
5	Logo on STAFF t-shirts				
6	Logo on the winners' cup				
7	Interview on the day of the event to share on our social networks				
8	Opportunity to add to your products as the prize for the winner and podium finishers.				
9	Candidate placards				
10	Marketing opportunity – featured as the sponsor in the Championship Blog				
11	Photo pack as the event sponsor souvenir: Receive a curated digital collection of professionally taken photos featuring your logo and products				
12	Logo printed on the ceremonial cheque				
13	Visibility on the championship's social networks				
14	Logo on the certificate presented to the competitors				
15	Logo on welcome flyer				
16	Logo presented on the Sponsor Backdrop on the competition stage				
17	Visibility on the Championship website				
18	Sponsor names are verbally presented to the audience by the presenter throughout the event				



1

Opportunity of the product placement and/or displaying the products in the venue

2

Logo on horizontal banners



3

Logo embroidered on the chefs' jackets worn by competitors



4

Logo embroidered on the chef's jacket worn by the judges



5

Logo on STAFF t-shirts



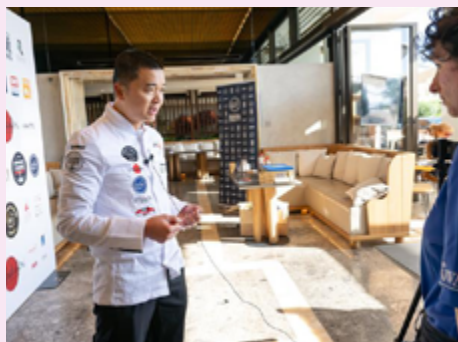


6 Logo on the winners' cup



7

Interview on the day of the event to share on our social networks



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Opportunity to add to your products as the prize for the winner and podium finishers



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Candidate placards



12

Logo printed on the ceremonial cheque



14

Logo on the certificate presented to the competitors



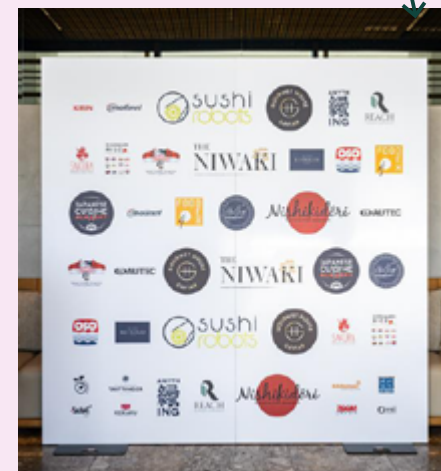
15

Logo on welcome flyer



16

Logo presented on the Sponsor Backdrop on the competition stage.





PROFESSIONAL TRAINING TRIP TO JAPAN WORTH €5,000 FOR THE WINNER:



This trip included round-trip flights between the winner's country and Japan, accommodation with breakfast, a rechargeable Suica card for public transportation, Shinkansen journeys between Tokyo, Niigata, and Tsuruoka (Tokyo–Niigata, Niigata–Tsuruoka, Tsuruoka–Niigata, Niigata–Tokyo), as well as three days of training with Chef Takeshi Suda.

The winner of the European Sushi Championship, Piotr Kuc, representing Poland, had the opportunity to take part in a training course in Tsuruoka City, Japan — a UNESCO City of Gastronomy — with the renowned Chef Suda-san.

This experience allowed him to deepen his knowledge of Japanese cuisine and culture, including an introduction to the art of Fugu (pufferfish) knife skills.





Piotr was officially welcomed at the mayor's office to begin his training, an event that received wide media coverage throughout the region and beyond.

It was the first time the city collaborated with the European Sushi Championship and hosted a European chef.

This training program was offered by Sushi Robots and organized by Keikaku, the travel agency partner of the event.





HOW TO BECOME A SPONSOR?

To discuss sponsorship opportunities tailored to your business, please contact us before **15 September 2025** at the following address

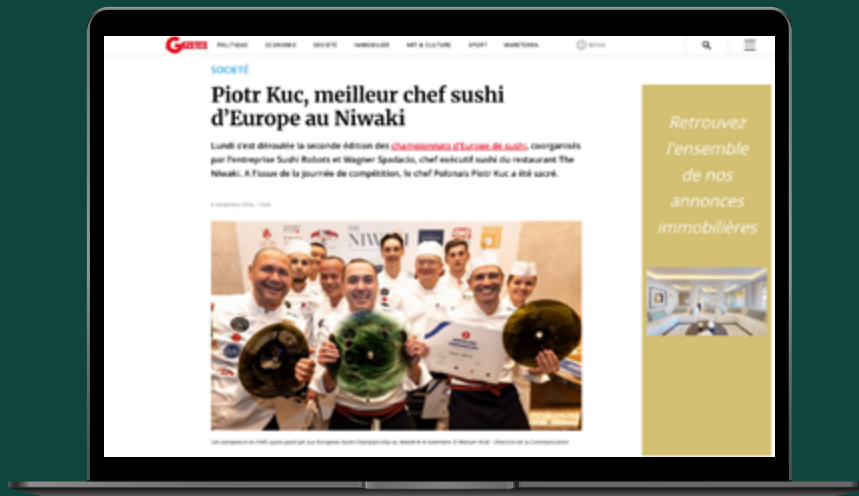
contact@sushichampionship.eu

+33 5 54 54 02 78





THEY'RE TALKING ABOUT US:



The European Sushi Championships 2025 will receive extensive media coverage, including the specialist press, television, social networks, influencers and international media.

Our partners benefit from enhanced visibility thanks to a comprehensive press package: press releases, interviews, reports and digital relays.



TF1 - 50MIN INSIDE

- En coulisses : comment Monaco est-elle devenue la capitale européenne... du sushi ?



MONACO INFO

MONACO INFO

- Le championnat d'Europe de sushi au Niwaki



FRANCE SUSHI MAGAZINE

- Le chef polonais Piotr Kuc remporte le titre de champion d'Europe de sushi 2024 lors de la compétition au Niwaki



LUXE.NET

- [European Sushi Championship : La première compétition européenne de sushi s'installe au sein du Niwaki à Monaco](#)
- [European Sushi Championship au Niwaki : Revivez en images le 1er Championnat d'Europe de Sushi](#)



PARI PARI MAGAZINE

- [Piotr Kuc, Champion d'Europe de sushi 2024 !](#)



MONACO TRIBUNE

- [Polish chef Piotr Kuc crowned European sushi champion 2024 at Niwaki](#)



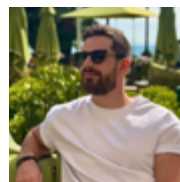
LA GAZETTE DE MONACO

- [Piotr Kuc, meilleur chef sushi d'Europe au Niwaki](#)
- [Un chef du Buddha bar au championnat d'Europe de sushi à Monaco](#)



HELLO MONACO

- [Ten Chefs to Compete in First European Sushi Championship](#)



VIVRE MONACO

- [J'assiste à mon premier championnat de sushi](#)



COMMUNICATION GUIDE





BRAND GUIDELINES FOR PARTNERS

To ensure clear and consistent communication, all partners are kindly asked to follow the visual identity guidelines set by the organisers of the European Sushi Championships.

This includes proper use of the official logos, as well as respecting the specified colours, fonts, and layout styles.

Before any materials are published or shared, we ask that you submit them to our organising team for a quick review. This helps make sure everything aligns with the spirit and image of the event.

By working together to maintain a cohesive look and message, we can strengthen the visibility and impact of the European Sushi Championships—for everyone involved.



USE OF LOGOS

WHITE LOGO

Sur un fond sombre (bleu, noir, etc.)



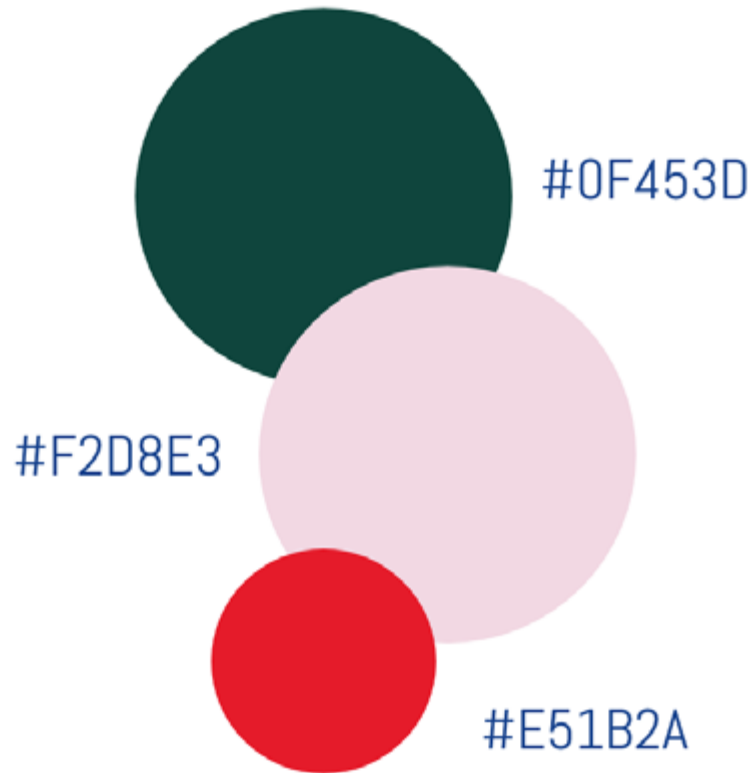
COLOURS LOGO

Uniquement sur fond blanc



SPACING BETWEEN LOGOS





<TITRE H1>
TANKER

<SOUS-TITRE H2/H3>
TANKER

<paragraphe>
Abel Regular





USEFUL LINKS

INSTAGRAM: [@european_sushi_championship](#)

FACEBOOK: [@Europeansushichampionship](#)

LINKEDIN: [@Europeansushichampionship](#)

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





CONTACT US

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