

WELCOME PACK AND SPONSORSHIP

October 29th 2026

EUROPEAN
SUSHI
CHAMPIONSHIP
2026





EUROPEAN SUSHI CHAMPIONSHIP

4TH EDITION

The European Sushi Championship is the unmissable event for the continent's finest sushi masters, where tradition and innovation come together in a spirit of excellence. Every year, this high-level competition brings together Europe's top sushi chefs, selected or qualified for their talent, precision and creativity. They proudly represent their countries through a series of technical, artistic and taste-based challenges.

These meticulously designed challenges showcase mastery of traditional Japanese techniques, the freshness and quality of the ingredients, and the ability to surprise and innovate whilst remaining true to the fundamentals of the art of sushi. Each creation is judged by an exceptional panel comprising renowned figures from the Japanese and international culinary worlds, ensuring a rigorous assessment.

Held annually in a European culinary capital, the European Sushi Championship is much more than just a competition: it is a true celebration of Japanese gastronomic culture, enriched by the active participation of Japanese chefs, respected sushi masters and key figures from the Japanese culinary world. Thanks to this unique dialogue between ancient 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 serves as a prestigious showcase for the precision, discipline and passion that define the art of sushi, attracting an audience of culinary professionals, international experts, enthusiasts and food influencers, and generating extensive coverage in the specialist media.



SOME FIGURES FOR 2025

10 CANDIDATES

7 JURORS

9 COUNTRIES

15 PARTNERS

300 SPECTATORS

(Catering professionals, Michelin-starred chefs, influencers, etc.)

MEDIA COVERAGE

De la primele role la podiumul european

Cristi practică această meserie din 2014, iar pasiunea pentru sushi s-a transformat rapid într-un stil de viață. Împreună cu fratele său, Călin, a aprofundat tehnici japoneze autentice, participând la cursuri și perfecționându-și abilitățile în mod constant.



C'est la fin de la saison 2025 des concours de sushis, mais la prochaine arrive très vite ! Rendez-vous le 14 avril 2026 à la Rochelle pour la 9e édition du Championnat de France de Sushi, organisée par Sushi Robots, où sera élu-e la ou le successeur de Pierre-le talent, la précision et la créativité dans l'art du sushi. Pour les inscriptions, c'est par ici : www.championnatfrancesushi.fr.



La victorie de Cristina Elena Muñoz Fernández conclut le championnat pour cette année et lui permet de repartir avec un voyage au Japon d'une valeur de 5000 euros ainsi qu'un chèque de 1500 euros. La 2ème place a été attribuée à Viad Tănăsie, vainqueur du Championnat de Roumanie de Sushi en 2024, et la 3ème place à Claudiu Christian Malai, qui s'était classé 2e lors du même championnat en 2025.



Techea dirigía el restaurante Gokan, un pequeño local ubicado en Santutxu.

Convertirse en una figura destacada del sushi sin haber nacido en Japón y, además, siendo mujer, no es un camino sencillo. Pero Cristina Sombray, manchega de origen y bilbaína de adopción desde la infancia, lleva casi veinte años demostrando que la excelencia culinaria no entiende de fronteras. Su trayectoria la ha llevado desde pequeños locales de Bilbao hasta el exigente universo gastronómico nipón, donde aprendió técnicas que hoy la sitúan entre las voces más autorizadas del sushi en Europa.



WELCOME

Dear prospective partners,

It is with great enthusiasm that we write to you:

The European Sushi Championship is a unique event that celebrates the precision, elegance and excellence of the art of sushi. This venture would not be possible without those who believe in the power of passion, the passing on of knowledge and craftsmanship. By joining the event as a partner, you become a key player in this endeavour. Not only are you supporting a major culinary event, but you are also taking part in a celebration of culture, rigour and creativity.

We are delighted to welcome you on this wonderful journey and to work with you to create an unforgettable event.

See you soon,



ALICE TOUCHAIS

Managing Director of Sushi Robots



ADVISOR



SUDA-SENSEI

Master chef specialising in pufferfish, Head chef at Okimizuki restaurant, Tsuruoka City, a UNESCO Creative City of Gastronomy, Japan

Suda-Sensei is the head chef at the renowned Japanese restaurant Okimizuki, located in Tsuruoka, Japan – a town widely recognised as a must-visit destination for seafood lovers. With over 25 years' 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 flavour of the fish. His expertise in this field is widely respected throughout Japan.

He is also a master of the fugu knife, a prestigious skill that has placed him at the heart of the organisation of the Japanese Fugu Knife Mastery Championship. This annual competition is preceded by fugu seminars led by experts, which attract enthusiastic learners from across the country. The preparation and serving of fugu are considered one of the most advanced skills in Japanese fish knife mastery. Tsuruoka's rich culinary heritage has been recognised internationally, and the city has been officially designated a UNESCO Creative City of Gastronomy.

In recognition of his commitment to preserving and promoting this heritage, Suda-Sensei has been appointed official ambassador for Tsuruoka's culinary tradition.

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

We are truly honoured to be working with Suda-Sensei as part of the European Sushi Championship. His participation significantly raises the standard and credibility of the event, reinforcing its position as a prestigious culinary competition on the international stage.





ORGANISING COMMITTEE

The Organising Committee for the European Sushi Championship comprises two complementary figures: Wagner Spadacio and Florine Baneat, who are united by a shared ambition: to promote Japanese cuisine across Europe and to organise a competition of excellence that is recognised internationally.



WAGNER SPADACIO

Executive Sushi Chef at THE NIWAKI restaurant

Having moved to France at the age of 14, he trained in French and Italian cuisine before specialising in Japanese cuisine in 2010. He obtained his Sushi Chef qualification in Paris and went on to win a string of awards: French Champion in 2017 and World Runner-up in 2018, following his victory at the French Sushi Open in 2016. Now Executive Sushi Chef at THE NIWAKI restaurant, he combines technical precision with creativity, drawing on his international experience. As co-organiser of the first editions of the European Sushi Championship, he now embodies its culinary expertise and technical vision.

FLORINE BANEAT

Events Coordinator

Florine Baneat is responsible for the operational organisation of the Sushi and Ramen Championships at Sushi Robots, the organisation that owns and develops the competition brands. In particular, she coordinates: the French Sushi Championship (2024, 2025 and 2026 editions), the European Sushi Championship (2024 and 2025 editions) and the French Ramen Championship (first edition: 2026). She is responsible for the management, coordination and smooth running of the events, actively contributing to their development and professionalisation.

A COMPLEMENTARY PARTNERSHIP: Wagner Spadacio and Florine Baneat are combining their culinary and organisational expertise to ensure a rigorous, well-structured and widely recognised championship that promotes Japanese cuisine and its chefs in Europe.



THE LOCATION

Masia Rosas, near Barcelona

La Masia Rosas is an exceptional estate situated in Sant Cugat del Vallès, Catalonia, on the outskirts of Barcelona, nestled in the heart of a Mediterranean landscape bathed in light and serenity. A former traditional Catalan farmhouse, it captivates with its authentic architecture, spacious rooms and warm atmosphere, blending rustic charm with contemporary elegance.

We are delighted to be hosting the 4th European Sushi Championship in 2026, a major event that will bring together the continent's finest chefs.



WHY INVEST IN THE 2026 EUROPEAN SUSHI CHAMPIONSHIP?

The European Sushi Championship is back for an exceptional fourth edition, which will this time be held in Barcelona, an open, modern city that is firmly committed to the fusion of culinary cultures.

Having been a long-standing partner, Sushi Robots is organising this prestigious event for the third consecutive year as the lead organiser. This championship brings together Europe's finest sushi masters in a high-level competition that combines precision, creativity and culinary excellence. On 29 October 2026, Barcelona will host this unique celebration of Japanese tradition and European innovation, for a day dedicated to culinary expertise and gastronomic delight. Each year, the choice of a new host country helps to promote the championship across Europe and reach new audiences: chefs, restaurateurs, food enthusiasts, partners and investors.

Following the success of previous editions and the victory of Cristina Sombray, the first woman to win a sushi championship across all competitions, Spain has established itself as an exceptional venue for promoting the art of sushi, passing on rare skills and encouraging culinary innovation.

This event is set to become a key strategic highlight, ideal for those wishing to be part of a rapidly growing event that embodies strong values and offers visibility and opportunities.

MAXIMUM VISIBILITY: Associate your brand with a renowned European event and reach a professional audience with a passion for Asian cuisine.

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

PRODUCT HIGHLIGHTS: Showcase your products through our communication channels and digital media.

EXCLUSIVE NETWORKING: Gain access to exclusive networking opportunities with top chefs, food industry professionals and specialist media. This unique event in Europe promises media coverage (online/print, TV) at regional, national and European level. Jury members, candidates, partners, the press, industry professionals, top chefs and influencers will all be attending the event.



5 Option to have a sales stand (table 200 x 80 cm + 2 chairs)



4 Permission to use the European Sushi Championship brand on one of your products*



6 Logo embroidered on the chef's jackets worn by the contestants

7 Logo embroidered on the chefs' jackets worn by the judges



8

Logo on staff T-shirts





6 Logo printed on the Championship cheque



7 An interview on the day of the event to share on our social media



8 Option to add a prize for the winner and those who finish on the podium



12 Candidate banners



9 Logo on the certificate awarded to candidates



18 Logo on the welcome flyer



19 Logo displayed on the photocall backdrop on the competition stage





FEEDBACK ON: A VOCATIONAL TRAINING COURSE IN JAPAN WORTH **€5,000** FOR THE WINNER:



The trip included return flights between the winner's home country and Japan, accommodation with breakfast, a rechargeable Suica card for public transport, 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 2024 European Sushi Championship, Piotr Kuc, representing Poland, had the opportunity to take part in a training course in the city of Tsuruoka, Japan a UNESCO City of Gastronomy with the renowned chef Suda-san.

This experience enabled him to deepen his knowledge of Japanese cuisine and culture, and in particular to learn the art of preparing fugu (pufferfish).





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

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

This training programme was organised by Sushi Robots and run by Keikaku, the event's partner travel agency.





HOW DO I BECOME A SPONSOR?

To discuss sponsorship opportunities tailored to your business, please contact us by **September 8th 2026** at the following address:

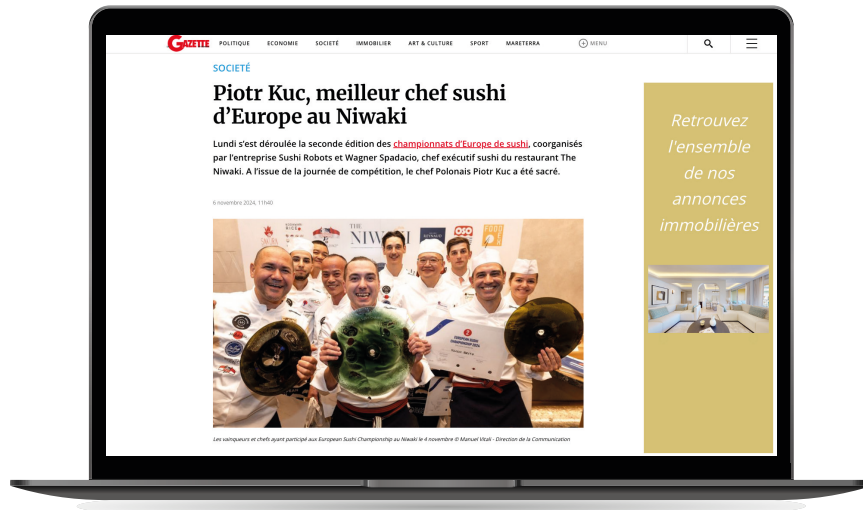
contact@sushichampionship.eu

+33 5 54 54 02 78





IN THE NEWS:



The European Sushi Championship receives extensive media coverage: specialist press, television, social media, influencers and international media.

Our partners benefit from increased visibility thanks to a comprehensive press campaign: press releases, interviews, feature articles and digital coverage.



TF1 - 50MIN INSIDE

- [Behind the scenes: how did Monaco become the European capital... of sushi?](#)



MAGAZINE DEIA

- [Cristina Sombray, Bilbao's leading sushi chef, is setting up her new restaurant in the centre of Bilbao!](#)



FRANCE SUSHI MAGAZINE

- [The results of the 2025 European Sushi Championship!](#)



COMMUNICATION GUIDE





RULES AND GUIDELINES

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

This includes the correct use of official logos, as well as adherence to the specified colours, fonts and layout styles.

Before publishing or sharing any material, we ask that you submit it to our organising team for a quick review. This helps to ensure that everything is in keeping with the spirit and image of the event.

By working together to maintain a consistent image and message, we can boost the visibility and impact of the European Sushi Championships – for everyone involved.

USE OF LOGOS

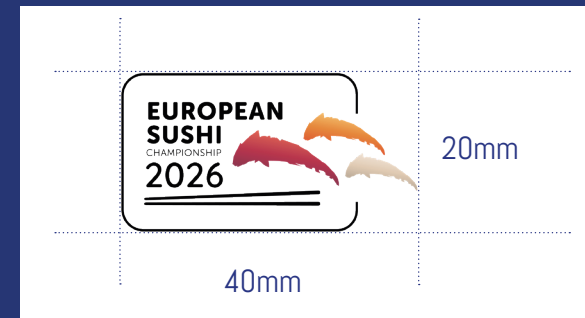
WHITE LOGO

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



COLOUR LOGO

Only on a white background



Minimum size

15mm



SPACING BETWEEN LOGOS



<TITRE>
TANKER REGULAR

<SOUS-TITRES>
TANKER REGULAR

<paragraphe>
Abel regular





USEFUL LINKS

INSTAGRAM: [@european_sushi_championship](#)

FACEBOOK: [@Europeansushichampionship](#)

LINKEDIN: [@Europeansushichampionship](#)

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



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