

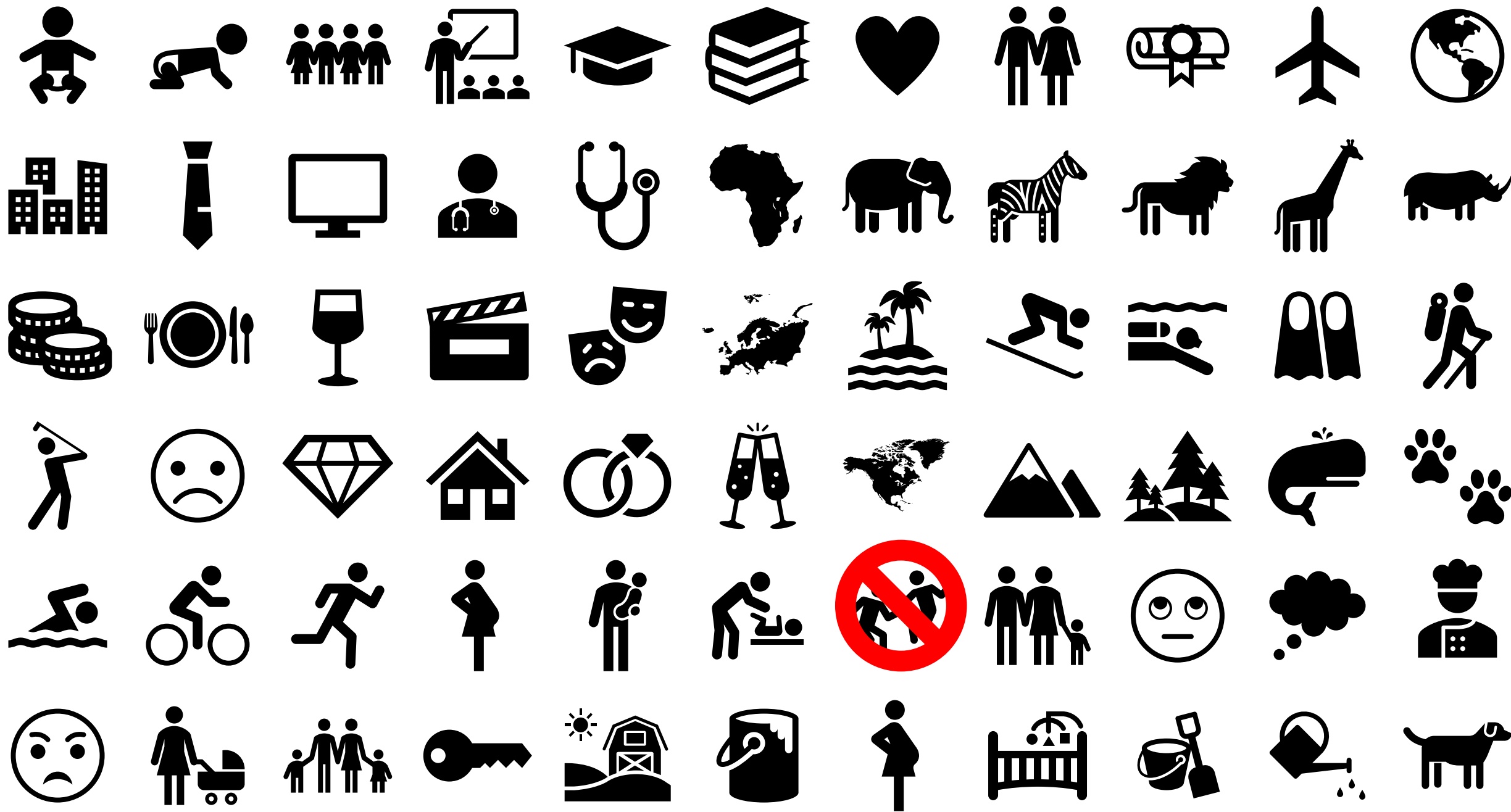
No sushi please, I'm Japanese

Product development v authenticity

SPICE – Sense of Place Iceland's Culinary Experience

Andrew Kojima, June 2019

Háskólafélag Suðurlands













NO
SUSHI



Koj's style of food reflects his heritage and he has an understanding of what brings joy to the palate like no other.

Michel Roux Jr
Le Gavroche **



It's fantastic that Koj is driven by passion. Anyone who follows their dreams to bring quality dining to Gloucestershire is a massive boost to the whole area.

Tom Kerridge
The Hand and Flowers **



Koj always delivers outstanding dishes with bold and exciting flavours. He clearly enjoys cooking as much as he enjoys showing others how to fall in love with authentic Japanese cuisine.

Hywel Jones
Lucknam Park *



The popularity of sushi has eclipsed all the other amazing dishes in Japan and that's a shame. There is no one more perfectly placed to introduce the UK to Japan's many other flavours.

Caroline Bennett
Moshi Moshi, London









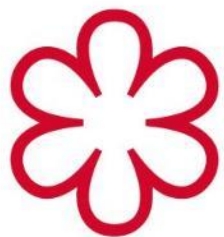
THE UK'S BEST RESTAURANTS



THE GOOD FOOD GUIDE 2019

THE TRENCHMAN'S GUIDE

TOP RESTAURANTS IN
SOUTH WEST ENGLAND



MICHELIN GUIDE
UK AND IRELAND 2019





ANATOMY OF A BRAND

- Edgy
- Backstory
- Trendsetter
- Progressive
- Stylish
- Authentic
- Consistent
- Associated

CoolBrands®

- Authenticity
- Desirability
- Innovation
- Originality



Yolanda X
Cambridge

📅 27 👍 16



Reviewed 17 December 2017 📱 via mobile

Not bad

I visited this place hoping to finally have a truly authentic and good Thai food in UK. Food was not bad but pretty disappointing, had tasteless tempura prawns and a Pad Kee Mao, my favourite when living in Thai and Sydney where Thai restaurant are great. The ingredients were pretty right apart from using wrong noodles, but just it missed the deep flavour, the smokiness of the real Thai....there is a new tendency in small uk cities where Thai restaurant jump to the top of the reviews, I believe cause people is both bored to eat fish&chips and never tried good Thai. Having said that the food was not bad, 3 stars not more.

Date of visit: December 2017



[Ask Yolanda X about So Thai At Bearlands](#)

👍 4 Thank Yolanda X







Upper Eleme...

1 21



Reviewed 3 August 2017

Disappointing to say the least

We are visiting the Cheltenham/Cotswold area for the last 6 weeks and we were really looking forward to authentic Japanese izakaya and hotplates. The disappoint began before we had walked through the door. We phoned to book an appointment and left a message. Upon the lady phoning back, she was very blunt and was insistent that there was time limit on our seating. I understand and have dined in some suburb restaurants that have the same practice, but none were as crass and blatant as this lady. This set the tone for the service and the food that we received on the night.... we arrived at 7:15 and left by 7:55. The atmosphere was stiff which did not help either. Save your time and choose another town for authentic Japanese hot tapas style dishes.

Date of visit: August 2017

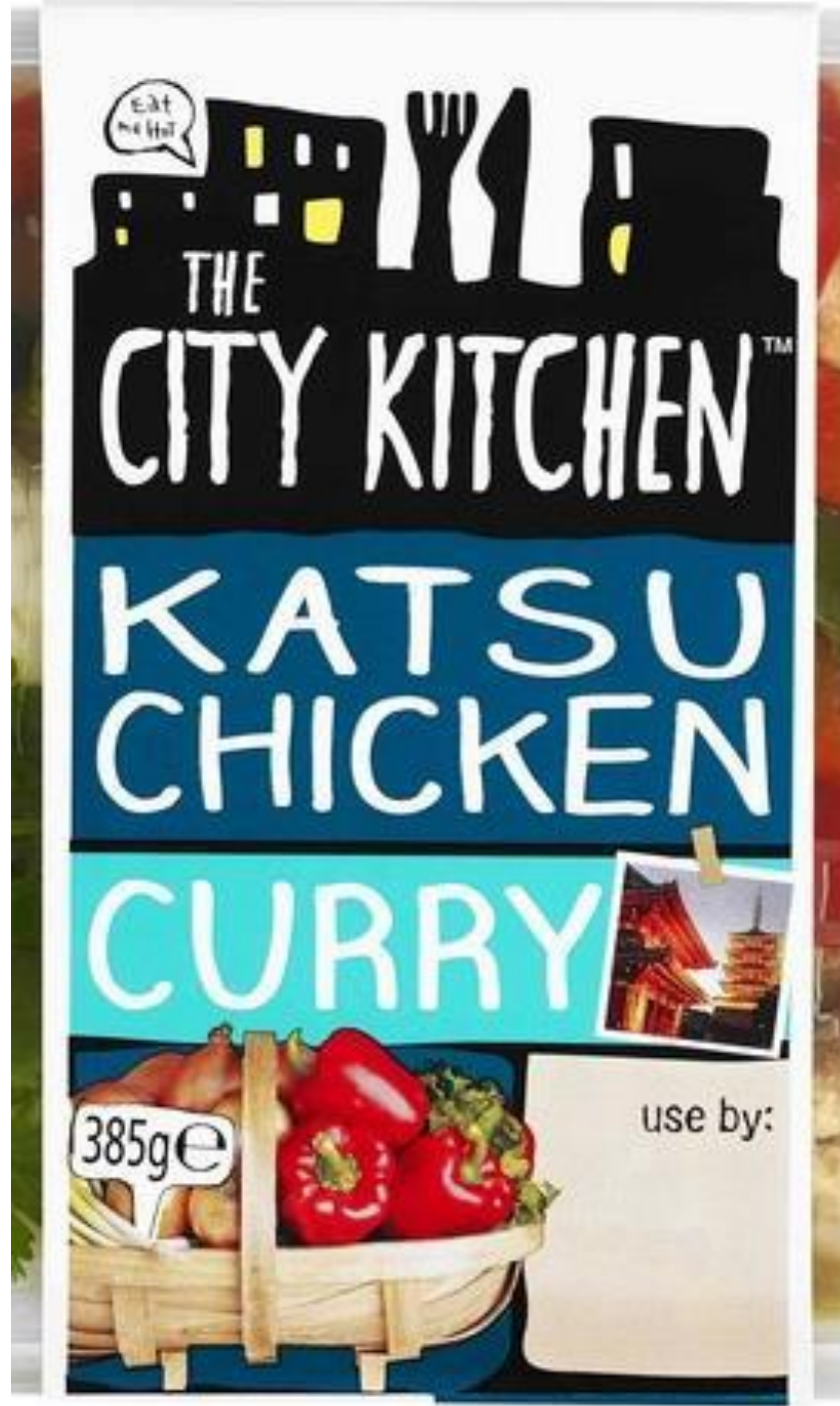


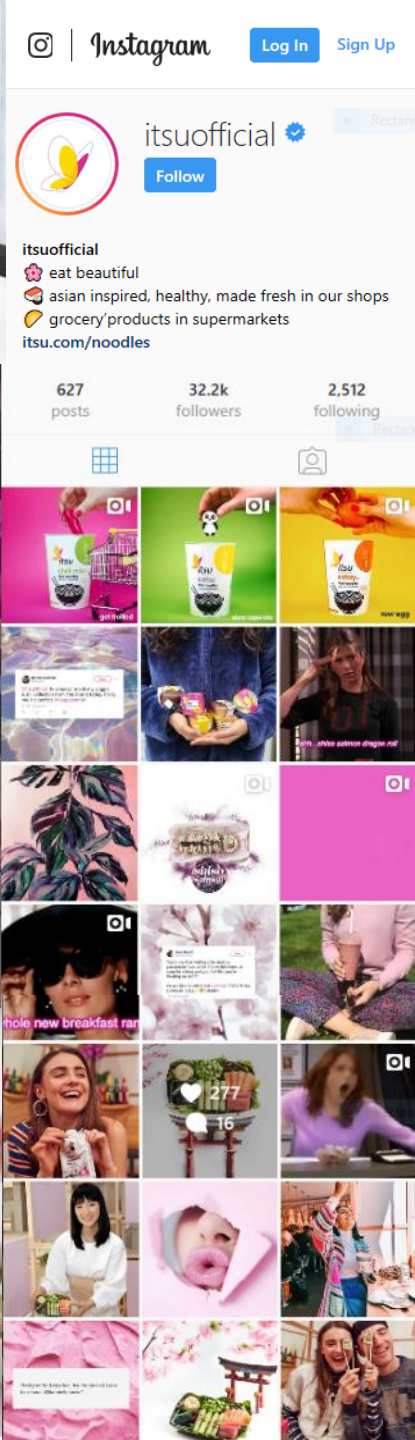
Value

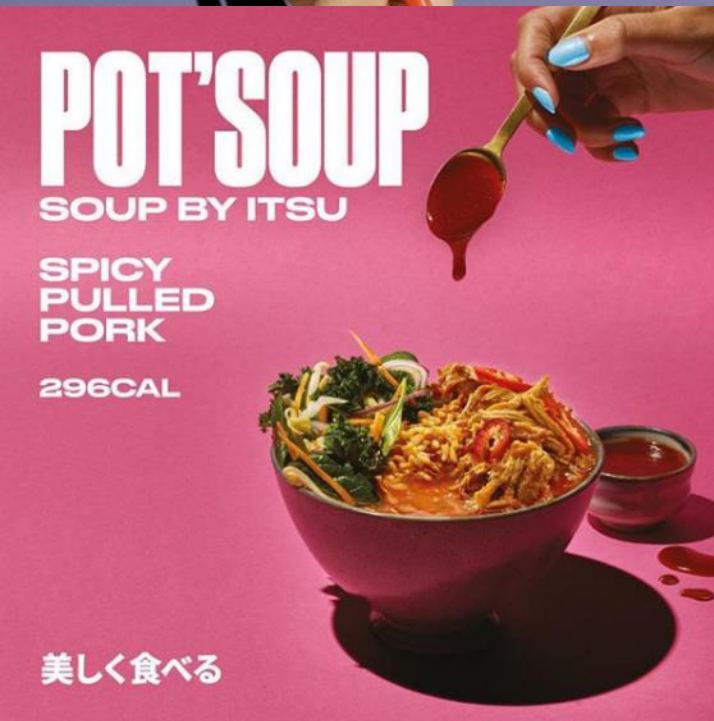
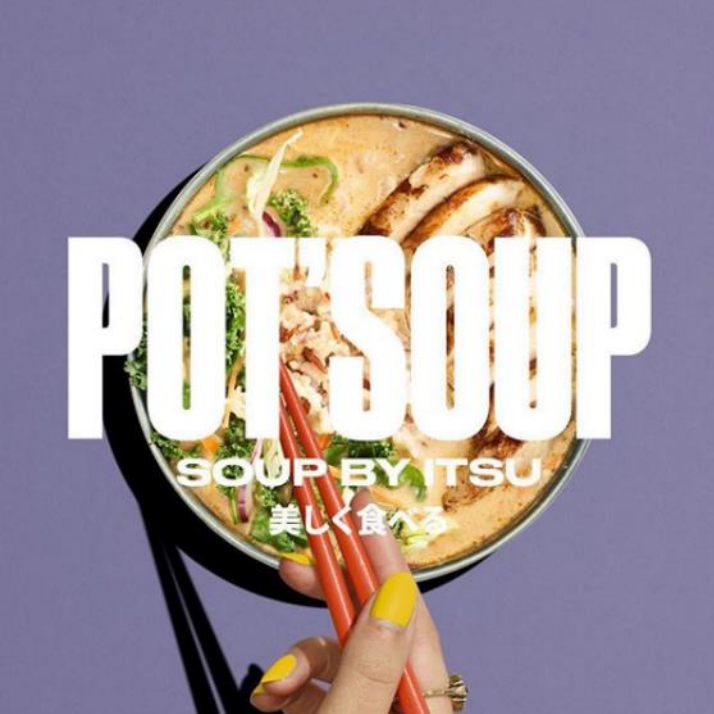


Service

Food









A revolutionary new venture and concept for the group, the restaurant is set to be an authentic Asian Eating House and vibrant late-night lounge, inspired by the drinking dens of 1930s Tokyo and the Far East.

Lucky Cat by Gordon Ramsay is a brand-new venture for Gordon Ramsay Restaurants and sees the group enthusiastically embark upon creating an Asian Eating House and vibrant late-night lounge, inspired by the drinking dens of 1930s Tokyo and the Far East.



BY GORDON RAMSAY

The new restaurant highlights Gordon Ramsay Restaurants' continued innovation and creativity and is set to become the go-to destination for exquisite, authentic Asian cuisine and culture in the heart of Mayfair, thriving on an ethos of respect and passion that is channelled into every dish.

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**ARGUING WITH A
CHEF
IS LIKE WRESTLING
A PIG IN MUD
SOONER OR LATER
YOU'LL REALISE
THE PIG LIKES IT**