



FOR IMMEDIATE RELEASE

February 3, 2014

Edward Crawford appointed food producer at OnJapan CAFÉ

**Brings a wealth of experience including Chef de Cuisine at the New York Bar & Grill,
expanding OnJapan's vision of providing a fresh connection with Japan**

OnJapan CAFÉ is delighted to announce the appointment of Edward Crawford as food producer for the Café, responsible for realizing OnJapan's vision for the Café as not only as a provider of an exceptional eating and café experience, but also as the hub for OnJapan EVENT and diverse OnJapan projects and activities. Edward's appointment will enable us to expand the menu, services and flexibility of the Café, from producing an ever-changing menu, to Japanese cuisine, sake and wine workshops, to cultural events, as well as the hosting of a wide range of events.

Edward has been involved in the OnJapan project since its conception, working as the lead consultant on the design and outfitting of the Café, creation of the menu, and staff training. His innovative menus bring a fresh perspective to traditional Japanese ingredients and cooking styles, combining them in fresh and appealing ways that satisfy a contemporary focus on health and wellness in daily eating, as well as embracing the changing seasons that are at the heart of Japanese menus.

Edward brings a wealth of experience to his new role, having worked for over 30 years as a professional chef, including 15 years in Japan since he first arrived here in 1985, attracted by the cuisine and culture. He expanded his exposure to the quality and variety of Japanese ingredients, showcasing them to an international clientele as Chef de Cuisine at The New York Bar & Grill at Park Hyatt Tokyo. More recently, he spent 6 years as the personal chef to the American Ambassador at his official residence, catering for events attended by celebrities from the world of politics, entertainment and fashion, and providing meals for 6 former Japanese Prime Ministers.

As a food and beverage consultant, he has been instrumental in assisting with the opening of smaller hospitality venues in Tokyo, the role in which he initially worked with OnJapan for the opening of the OnJapan CAFÉ. At the Café he aims to create a venue that will become a destination for local, national and international guests alike.

Edward's full-time involvement in the Café will enable us to realize our vision for promoting a deeper connection with Japan's rich food culture, as well as to provide customized menus for special events. For Edward, his collaboration with OnJapan will enable him to deepen his exploration of the world of Japanese cuisine, including regional ingredients and dishes, and share them with a worldwide clientele and audience. His leadership and experience are sure to delight and enrich the OnJapan experience for everyone who visits OnJapan CAFÉ.

About OnJapan PROJECT

OnJapan is a unique community platform focused on Japan. With a newly opened OnJapan CAFÉ at Harajuku, Tokyo as a hub, the Project has already launched OnJapan EVENT and OnJapan TRAVEL, as well as creating original projects to connect international travellers and the global community interested in a deeper and more rewarding experience of Japan with individuals and organizations in Japan.

For more information about OnJapan, please visit:

www.onjapan.tokyo, www.facebook.com/onjapantokyo, www.twitter.com/onjapantokyo.



営業時間: **Weekday: 10:30 – 22:00 (LO 21:30)**
Saturday: 11:00 – 20:00 (LO 19:30)
Close on Sundays & holidays

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