

ANAORI kakugama

The New Cooking Tool Shaking Up the Culinary World



Japanese brand ANAORI, a leader in manufacturing carbon graphite products, has developed a groundbreaking cooking tool that combines new technologies and natural materials into a unique design. In the coming weeks, renowned chefs from around the world will apply their expertise to showcase the potential of ANAORI kakugama. Besides going back to basics and nature, it allows professional chefs as well as passionate foodies a new way of reaching culinary perfection.

<SHORT ANAORI VIDEO TO BE INCLUDED>

ANAORI kakugama: The Culinary Tool Combining Tradition and Innovation

Origins & Naturality

ANAORI Carbon Co., Ltd., has over half a century of expertise in carbon graphite technology. With properties including wear resistance, thermal shock resistance, and electrical conductivity, the possibilities for carbon innovation are endless. In his childhood, ANAORI founder Eiichi Anaori's father would heat chunks of carbon from the factory to roast sweet potatoes. Vivid memories of that flavor compelled him to establish ANAORI Inc. and partner with legendary Japanese Chef Hirohisa Koyama to develop culinary applications for carbon graphite inspired by the wisdom of Japanese cuisine. ANAORI's flagship product, ANAORI kakugama, is a fusion of tradition and technology.

The philosophy of ANAORI was born out of respect for Japanese culture, rooted in a tradition of living in harmony with nature. Naturality according to ANAORI means understanding the principles of nature without confronting it, multiplying its powers by means of minimal intervention, in order to best utilize it.

The Japanese company unveils two ANAORI kakugama* models in different sizes, to cook with the rhythm of the seasons and define a new form of minimalism: the union of functionality, elegance and perfection.

Carbon Graphite: a material to create contemporary design

At the crossroads of tradition and innovation is a groundbreaking product for chefs and foodies alike. ANAORI channels its technological expertise to carve a brand-new cooking tool from a solid block of carbon graphite, redefining timeless minimalism in a meticulously crafted product.

Carbon graphite fused with the wisdom of Japanese cuisine created a product unprecedented in culinary history. Carbon graphite is a mineral material with exceptional qualities such as resistance to wear, heat and acids, as well as thermal and electrical conductivity. It is combined with a lid of pure hinoki cypress which is a signature of Japanese cuisine's respect for natural ingredients.

ANAORI kakugama is sculpted into a minimalistic cube and accented with chamfered edges inspired by Japanese tea ceremony architecture. Revived in ANAORI kakugama is the *imo-gata* (rounded bottom) pot shape that was popular until the middle of the Edo period (1603 - 1868). The circular shape initially conceived for firewood cooking is ideal for ensuring uniform heat distribution.

ANAORI kakugama brings us back to basics, where cooking is most effective in its simplest form. With minimal intervention, nature works to enhance the essence of each ingredient, embodying the principle that cooking is our second nature. Multifunctional yet simple, this product guides us back to the essentials of living with nature.

ANAORI kakugama and The Essence of Taste

ANAORI kakugama respects the fundamental values of gastronomy: simplicity and efficiency. Thanks to the properties of carbon graphite exploited by ANAORI kakugama, the cellular destruction of cooked ingredients is minimized and their original flavor is concentrated. As a result, regardless of the source of heat and the mode of cooking, the essence of each ingredient is enhanced.

Carbon graphite emits an impressive 5 times higher far infrared than cast iron. This capacity is maximised in the solid cube of ANAORI kakugama, a cooking tool with superior heat retention that rivals even the far infrared emissivity achieved when cooking with charcoal.

Kakugama can be used for grilling, simmering, poaching, frying and steaming. Its dual purpose lid locks in umami and can be used as a grilling pan.

With advanced conductivity, ANAORI kakugama is compatible with all heating sources including induction heat, gas, and the oven.

* *kakugama* is a neologism for 'angular pot'. The cubic shape perfectly conceals a sophisticated round interior, inspired by the historic Japanese *hagama* pot.

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PRESS RELEASE

Naturality Tour: From Soil to Dining

In its quest to return to basics and unite a global community through ANAORI kakugama, ANAORI has surrounded itself with some of the world's greatest chefs who share the same culinary philosophy, sensitivity and inspiration. These well-known personalities in the world of gastronomy, most of them Michelin starred and some of them also well known to the World's 50 best restaurants followers, have joined this movement to develop new cooking techniques and influence the future of the culinary world.

This ambitious international project, named the Naturality Tour, features 24 impressive chefs over 6 months. The tour begins on April 10, 2021 in Japan with the following accomplished chefs:

Eiji Taniguchi, originally from Osaka and chef of L'évo restaurant in Toyama

After experimenting with several restaurants in Japan and France, he moved to Toyama, a prefecture in the Hokuriku region of Japan in 2010. In 2014, he founded the French restaurant, L'évo' and was awarded a Michelin star as well as Gault-Millau Chef of the Year award in 2017. L'évo's avant-garde local cuisine bypasses the stereotypes of both traditional French cuisine and Japanese cooking using ingredients sourced from the surrounding forests.

<https://levo.toyama.jp/>

Toru Okuda, from Shizuoka, Japan and chef at Ginza Kojyu restaurant in Tokyo

He began his career at the Japanese-style Inn, Kikuya. In 1999, after many years of experience at Tsutaya in Kyoto and Aoyagi in Tokushima, he opened Hanami Koji in Shizuoka and Ginza Kojyu in 2003 for which he was awarded three Michelin stars and two stars for his second restaurant Ginza Okuda. In 2013, the master of kaiseki cuisine opened OKUDA restaurant in Paris and received a Michelin star.

<http://www.kojyu.jp/>

Riku Yakushijin, originally from Ehime and chef of the restaurant Unis in Tokyo

Yakushijin was a French cooking instructor at the Tsuji Culinary Institute for six years. In 2014, he participated in the launch of the exclusive restaurant SUGALABO where he worked as a head chef. In 2020 and after many experiences as a gastronomic consultant, he moved to the Toranomon district where he supervised young culinary talents and became chef of the French restaurant Unis.

<https://unis-anniversary.com/>

In cities across Asia, these chefs and their restaurants will be part of the Naturality Tour by ANAORI:

Da Dong in Beijing, Franckelie Laloum at Louise in Hong Kong

<http://www.dadongdadong.com>

<https://www.louise.hk/>

André Chiang of Raw in Taipei, Bo Songvisava & Dylan of Bo.Lan in Bangkok

<https://www.raw.com.tw>

<https://www.bolan.co.th/2019/>

Prateek Sadhu of Masque restaurant in Mumbai, and Massimo Pasquarelli, Executive Chef at Ritz Carlton Singapore.

<https://www.masquerestaurant.com/on-food>

DeAille Tam of Obscura restaurant in Shanghai

<https://www.obscura-sh.com/>

Shanghai will also be part of the Naturality Tour and the announcement of Shanghai's participating chef and restaurant will be made soon.

Japan kicks off this Naturality Tour, followed by Australia, the east and west coasts of the United States, South America, then to China and other parts of Asia before arriving in Europe. Discover the impressive cast of chefs, [here](#).

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PRESS RELEASE

Two models of ANAORI

Reference price

ANAORI kakugama 5.1ℓ \$3,490 (including shipping and taxes)

ANAORI kakugama 3.4ℓ \$2,490 (including shipping and taxes)

Order on: www.anaori.com  [anaori_official/](https://www.instagram.com/anaori_official/)  [anaori](https://www.facebook.com/anaori)

To download the images, click [here](#).

About ANAORI

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