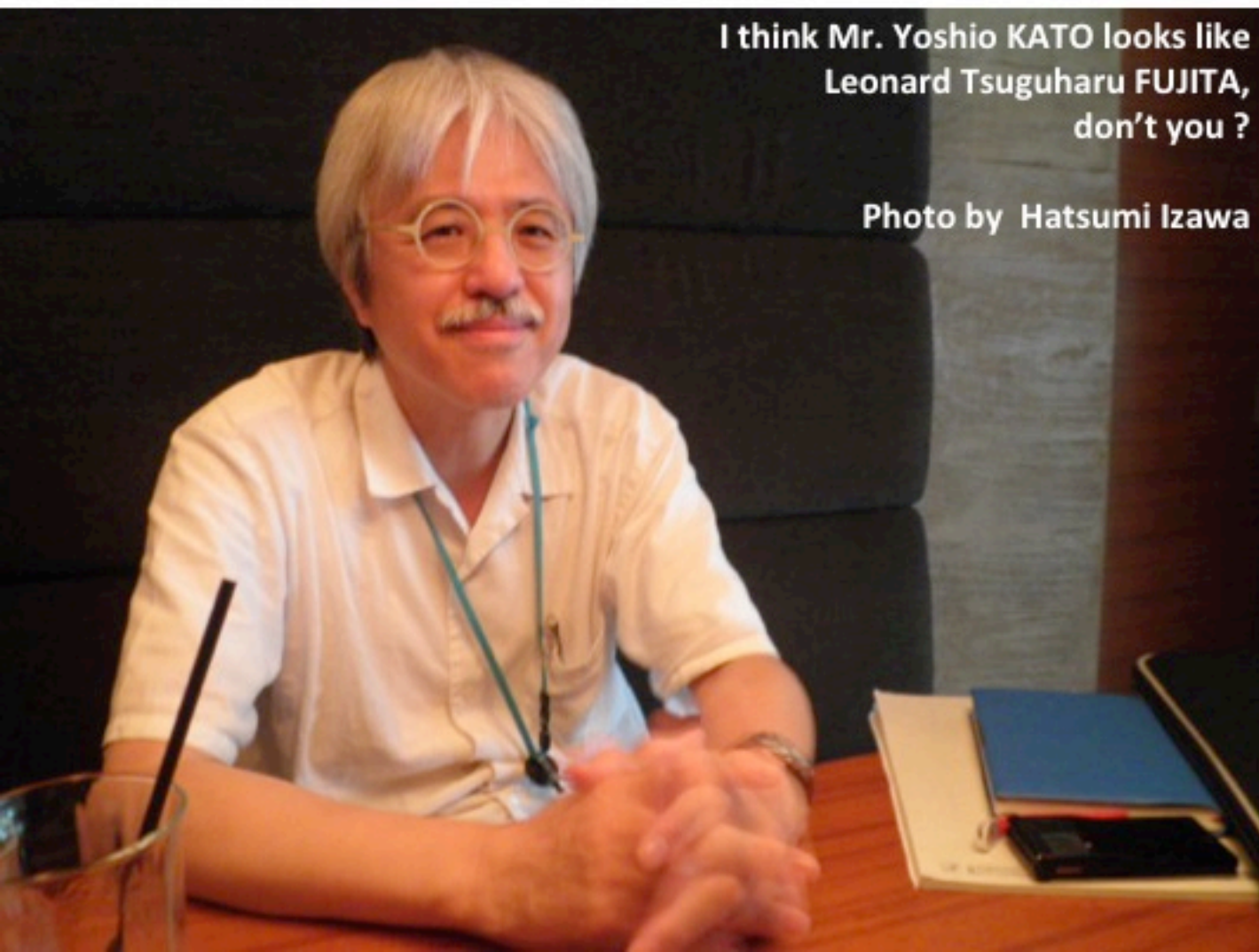


New Japanese Jury of PENTAWARDS, Mr. Yoshio KATO of SUNTORY

Mr. Yoshio KATO is Senior Specialist and Creative Director of SUNTORY and he was elected the Jury by PENTAWARDS in 2011. To present Mr. KATO, I had a tea break with him. He talked about the first judgement of PENTAWARDS and his vacation in Paris about three weeks with his wife Taeko.



I think Mr. Yoshio KATO looks like Leonard Tsuguharu FUJITA, don't you ?

Photo by Hatsumi Izawa

The first Judgement of PENTAWARDS :

Mr. KATO was happy to be elected the Jury by PENTAWARDS and he was glad to have the rare chance to examine all of the entered packagings. He was very impressed by their creativity, so voted by his first impression, but looked them over at least two times in order to be sure of his judgement. Lucky to have a sincere jury like Mr. KATO who judged with such responsibility for examination and judgement of PENTAWARDS.

How they stayed in Paris for three weeks ?

Photos by Mr.Yoshio KATO

Mr. KATO and his wife, Taeko rented an apartment near Odeon for three weeks vacation. Every morning, they had breakfast, croissant and café au lait at "soufflot. café" (photo below), and Mr. KATO enjoyed watching the children go to school with their papa or maman. Observing people from the café terrace like a Parisien, how cool !

Before going to Paris, I sent him some information of Paris including the good quality and good tasting frozen foods of "PICARD", but I did not confirm the address of PICARD close to his apartment....



Two favorite things of Mr. & Mrs. KATO in Paris !

Photos by Mr.Yoshio KATO



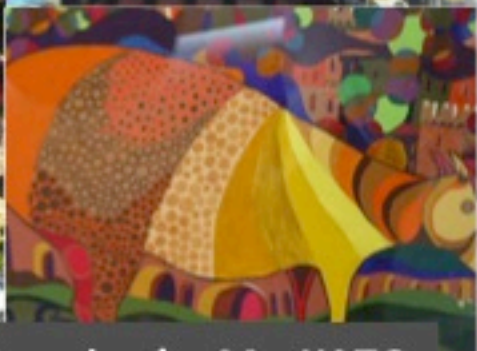
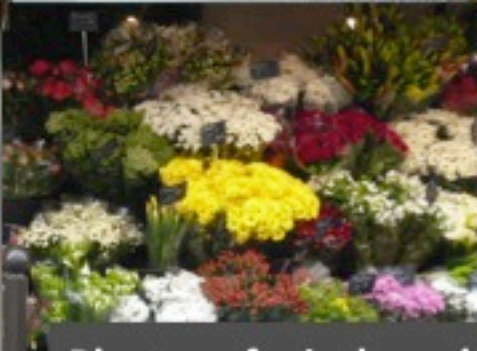
His wife Taeko doesn't like to go to restaurants and prefers to eat at home because it is more relaxing.

When they found "PICARD" very close to their apartment, they were happy to try many different kinds of frozen foods of PICARD. That was the best meal solution for Mr. and Mrs. KATO !

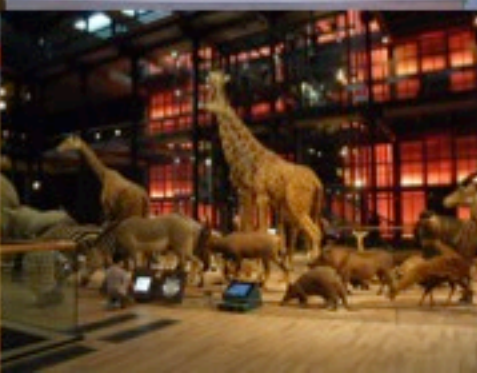
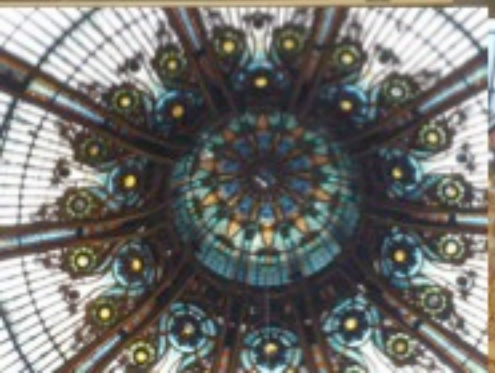
Mr. KATO told me that they did not go to any restaurants and lived on PICARD foods. They were very satisfied with PICARD that I've loved for a long time and lived on it also when I had been in Paris !

The Frozen foods of PICARD and Croissant, the two favorite things of Mr. & Mrs. KATO, that is same as Parisien !





Photos of window shopping by Mr. KATO





Mr. KATO loves to go to the Cathedrals to see the colors, the shapes, the symbolism. The religion must be the root of the art and the design.

Photos by Mr. KATO



Full of tourists in the Gallery of Gioconda of Louvre and every tourist wants to take the picture of Gioconda in stead of watching her... That made him smile ! Taking photos is more important to seeing the paintings !?

Photos by Mr.Yoshio KATO



Taking a picture of tourists who are taking a picture of the Gioconda !

I like his sense of humour.