

# Crème fraise Génoise

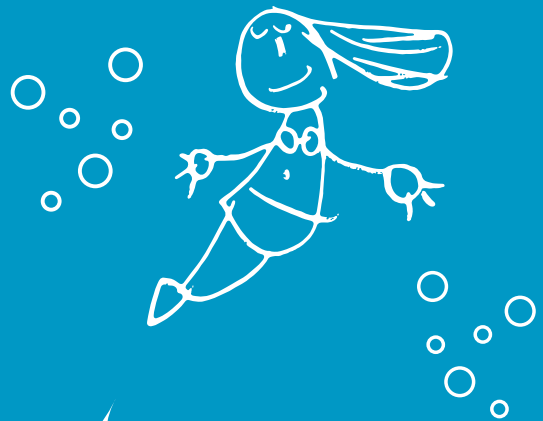
Many important things around us are composed of three elements.

Take music for example, it consists of melody, harmony and rhythm.

Likewise, three important things for my work are cream, strawberries and Genoise.



What we want to make...  
is not just cakes...  
but also happy moments brought  
about by our cakes.





# C'est ma spécialité.



One sees many different kinds of cakes displayed at a typical cake shop in Japan. Part of the fun at a cake shop is to be mesmerised and take time to choose one for the day. The downside is that the unsold cakes are discarded as waste. It is customary in Japan to buy and eat wedges of shortcakes, but this way often leads to some pieces being wasted. I decided to start a pastry shop that only makes and sells by order whole cakes using seasonal fruits. The unused cream left in a bowl is made into butter and used for original cookies. All kinds of waste have been eliminated from the shop. Nothing unessential is added to my cakes. Although the cakes are western-style, they embody a zen-like concentration of mind and seeking of truth. That is my speciality.

# KAZUYO SEKIGUCHI

After having some experience of working at a shop in Saitama, where she was born, Kazuyo was employed at Yokohama Royal Park Hotel. In a particularly male-dominated world of a hotel kitchen in the conservative country of Japan, she was acknowledged for her ability. She participated in Eastern Japan Western-style Confectionery Contest and won the Chairman's Award in the Marzipan Division. Winning the confidence of the world champion at that time, Kazuyo gained more experience working as his right-hand chef.

2003年 Apprenticed to the owner/chef of Patisserie Cappa in Nice, France, and served as an acting sous chef.

2004年 Received a certificate and medal from the International Order of the French Gastronomy.

Won first prize at Marguerite Pastry Contest in Strasbourg, France.

2016年 On returning to Japan, she founded a Western-style confectionery consulting and creation-on-demand company, receiving orders from Japanese theme parks and large corporations as well as clients from abroad. No matter where she works, she makes sure to get hold of the best ingredients in each local area.

2018年 Opened the whole shortcake specialty shop, Cream, Fraise, Genoise, in Ginza.

2021年 Became the first female patissier of western-style confectionery in Japan to be inducted to the Culinary Academy of France, the world's oldest association of chefs and patissiers.

2022年 Received the Agricultural Merit Order, Chevalier Medal, from the government of the French Republic.

2023年 For the first time, opening a store named cfgKyoto in a shopping complex, Kyoto Takashimaya S.C..



## 【Awards】

1998 Eastern Japan Western-style Confectionery Contest (present-day Japan Cake Show). Won the Chairman's Award in the Marzipan Division (Second Place).

1999 Eastern Japan Western-style Confectionery Contest (present-day Japan Cake Show). Won the Bronze Medal in the Small-scale Craft Division.

2000 Kanagawa Prefecture Western-style Confectionery Contest, Fureai '21. Won the Kanagawa Governor's Prize (First Prize) in the Small-scale Craft Division.

2004 Regional Du Sucre (held in Nice, France). Won the Special Jury Award.

2004 Received a certificate and medal from the International Order of the French Gastronomy (Paris, France).

2016 Won First Prize at Marguerite Pastry Contest in Strasbourg, France.

2021 Became the first female patissier of western-style confectionery in Japan to be inducted to the Culinary Academy of France.

2022 Received the Agricultural Merit Decoration, Chevalier Medal, from the government of the French Republic.

My son is the source of all of my inspiration.



France had been a friend, but after I received the Chevalier Medal, I felt that my relationship with the country deepened one step further into one of mutual love.



What we eat daily is very important because our bodies are made up of what we eat.

Dessert has its role to give delight to oneself, family members, and the ones you love. It can be an expression of care, joy, and accompaniment to one's sorrow.



Sweets are the world's common language.

Just like music, they can move one's heart without anything being said. Sweets make such communication possible.



Young people from various countries who were touched by my cakes are coming to knock on my door, seeking apprenticeship.

To nurture them to be artisans is akin to raising children; it is an important work of mine to create a future.

# Creations



# Creations



# Media

Although her shop does not do any advertising, its popularity resounded in Japanese society. Major media, TV, radio, and magazines have conducted interviews with Kazuyo to feature the charms of her cakes, herself as a patissier and as just a person.

Examples:

TBS TV Matsukono Shiranai Sekai (Unknown World Guided by Matsuko)

Nippon TV Shin Nihondanji to Nakai (New Version: Japanese Men and Mr. Nakai)

Tokyo FM Blue Ocean

Katei Gaho (Monthly magazine for housewives) interview

