

FOR IMMEDIATE RELEASE

VANCOUVER'S RAWBAR AT FAIRMONT PACIFIC ANNOUNCES NEW CULINARY DIRECTION UNDER AWARD-WINNING CHEF MASAYOSHI

-Illustrious chef has been enlisted to re-imagine The RawBar Omakase sushi experience-



Vancouver, BC (July 15, 2022) - The Lobby Lounge & RawBar at [Fairmont Pacific Rim](#) announces the appointment of acclaimed Vancouver-based chef Masayoshi as consulting head sushi chef, leading the culinary direction of a signature Omakase sushi and nigiri program launching this August.

As a foremost award-winning sushi chef, Masayoshi brings his passion for Japanese cuisine and exceptional craft to elevate The RawBar's culinary offerings for both lunch and dinner service. In 2015, he opened his own namesake restaurant in Vancouver where he has been leading the city's sushi culture. Focusing on the artistry and simplicity of crafting each dish with only the best ingredients available, Masayoshi's restaurant serves exclusively nigirizushi and was named one of Canada's 100 Best Restaurants and featured on the World's 50 Best Restaurants Discovery list.

"We are thrilled to have Masayoshi consult with our team at Fairmont Pacific Rim," says Jens Moesker, **Regional Vice President & General Manager, Fairmont Pacific Rim**. "Masayoshi is at the forefront of the city's sushi scene and we're honoured to have the opportunity to learn

from him and incorporate his techniques and artistry to provide guests with an exceptional culinary experience at The Lobby Lounge and RawBar.”

Masayoshi has spent the past twenty years in kitchens across Japan and B.C., specializing in Japanese cuisine as well as utilizing his culture’s cooking techniques across multicultural fare. In Japan, he began his culinary journey training as an apprentice in restaurants in Yamaguchi and Fukuoka prefectures, where he learned the art of preparing fugu. At the age of 25, Masayoshi made the move to Canada, spending a decade under the leadership of Hidekazu Tojo at his legendary restaurant.

Since its inception, The Lobby Lounge & RawBar has become the city’s premier destination for award-winning handcrafted cocktails, exquisite seafood and sushi, and was named the city’s first one hundred percent Ocean Wise sushi restaurant. Further details on the new lunch and dinner menus at The Lobby Lounge & RawBar will be released in the coming weeks. For further information about The Lobby Lounge & RawBar, please visit www.lobbyloungerawbar.com.

About Fairmont Pacific Rim

Fairmont Pacific Rim - Vancouver's definitive luxury hotel - was rated the World's Best Business Hotel by Condé Nast Traveler readers and awarded the coveted Forbes Travel Guide Five-Star and AAA Five Diamond Ratings. This ultramodern downtown hotel offers unobstructed mountain and harbour views, combining the best of the Pacific Rim in its architecture and décor. The hotel features two eclectic dining destinations, resort-style Willow Stream Spa, rooftop and pool sundeck, lavish guestrooms, and a variety of the city's most luxurious suites.

About Fairmont

Fairmont Hotels & Resorts is where the intimate equally coexist with the infinite – an unrivaled portfolio of more than 80 extraordinary hotels where grand moments of life, heartfelt pleasures and personal milestones are celebrated and remembered long after any visit. Since 1907, Fairmont has created magnificent, meaningful and unforgettable hotels, rich with character and deeply connected to the history, culture and community of its destinations – places such as The Plaza in New York City, The Savoy in London, Fairmont San Francisco, Fairmont Banff Springs in Canada, Fairmont Peace Hotel in Shanghai, and Fairmont The Palm in Dubai. Famous for its engaging service, awe-inspiring public spaces, locally inspired cuisine, and iconic bars and lounges, Fairmont also takes great pride in its pioneering approach to hospitality and leadership in sustainability and responsible tourism practices. Fairmont is part of Accor, a world-leading hospitality group consisting of 5,300 properties and 10,000 food and beverage venues throughout 110 countries.

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PHOTOS

High-resolution photos can be downloaded by visiting the [link](#).

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