

Oisix and the Future of Food: Navigating Disruption, Innovation, and Global Growth

Tuesday, April 15, 2025 | 6:00 – 7:00 PM
Room 880, Kravis Hall, Columbia Business School



Featuring:

Kohey Takashima, Founder and CEO, Oisix ra daichi Inc.

Daniel Goldstein, CEO, Oisix Inc.; Purple Carrot; and Yoko Street

Moderator:

David E. Weinstein, Director, CJEB; Carl S. Shoup Professor of the Japanese Economy, Columbia University

Mr. Takashima and Mr. Goldstein explained how supermarkets, online food providers, and restaurants have evolved after COVID-19, discussing the importance of navigating inflation, supply chain disruptions, climate change, and tariffs. They introduced specifics on how Oisix is addressing the challenges of running a food business globally, balancing growth across multiple markets, and overcoming barriers—including language, cultural, and time zone—to drive innovation. They also highlighted Oisix’s view on the importance of plant-based food for sustainability and the company’s efforts to globalize *washoku* (Japanese cuisine) for cultural exchange.