ZENDAMA

Press kit · November 2026

Cho Sun-ok

趙善玉 · 조선옥

Culinary researcher · Director, Cho Sun-ok Culinary Institute

Good taste travels.

press@zendama.store
media.zendama.store



Photo courtesy of ZENDAMA

About

Cho Sun-ok (趙善玉) is a culinary researcher from Gimje, North Jeolla, Korea, who runs the Cho Sun-ok Culinary Institute in Tokyo. She opened the yakseon (medicinal cuisine) Korean restaurant 千玉 in Roppongi in 2003, and in 2009 opened her institute and the rice-cake café Param in Ebisu. For more than twenty years she has taught Korean home cooking, rice cakes, kimchi and yakseon cuisine in Japan.

She has published four cookbooks in Japan (2010–2013) and appeared on Tokyo MX's 韓流フォンデュ, NHK's ほっと@アジア, NHK E-Tele's グレーテルのかまど and BS-TBS's 魔法のワンプレート. From 2018 to 2020 she wrote a serial in Mindan Shimbun on Eumsik Dimibang, a Korean cookbook written in Hangul about 350 years ago, and she has held a kimjang (kimchi-making) class every year since 2014.

ZENDAMA comes from the Japanese reading, zendama (ぜんだま), of the characters of her given name, 善玉. Her students in Japan have long called her "Zendama-sensei"; the name went on to a dressing in 2012, a cooking class in 2014 and a restaurant in 2019. Today ZENDAMA is a food-culture brand linking Korean food with the regional tastes of Japan, and it is preparing its business in Korea.

Key facts

01 Name: Cho Sun-ok (趙善玉, 조선옥). Culinary researcher; director of the Cho Sun-ok Culinary Institute.

02 From Gimje, North Jeolla, Korea. Based in Tokyo, Japan.

03 2003: opened the yakseon Korean restaurant 千玉 in Roppongi, Tokyo (per her own profile).

04 May 2009: opened the Cho Sun-ok Culinary Institute in Ebisu. April 2011: opened its Shinjuku school.

05 Books: four cookbooks published in Japan (2010–2013).

06 Television: regular segment on Tokyo MX's 韓流フォンデュ (from 2010); NHK's ほっと@アジア (2011); NHK E-Tele's グレーテルのかまど and BS-TBS's 魔法のワンプレート (2012).

07 Serials: 飲食知味方 in Mindan Shimbun (2018–2020); about 83 monthly columns in ハント (2015–2022).

08 Titles: certified Kimchi Myeongin and Tteok Myeongin by the WFCC and the Korea Food Coordinator Association (2014); named Hansik Daega (2019) and Hansik Myeongjang by the Korea Hansik Forum. All are titles from private associations.

09 Award: grand prize in the team competition at the Seoul International Food & Tableware Fair (Minister of Gender Equality and Family Award, 2018). A team award.

10 Annual kimjang class in 13 of the years 2014–2026. Part-time lecturer at Toita Women's College from April 2026.

Timeline

1998	Begins studying yakseon (Korean medicinal cuisine).	Per her own profile
2003	Opens the yakseon Korean restaurant 千玉 in Roppongi, Tokyo.	Own profile + 2009 newspaper profile
2007	Plans and prepares the court cuisine for the Dae Jang Geum festival at Tokyo Dome; cooks for events of the Korean Cultural Center in Tokyo.	Per her own profile
2009.5	Opens the Cho Sun-ok Culinary Institute in Ebisu, Tokyo, with the rice-cake café Param (パラム).	Documented
2009–2011	Featured in Tōitsu Nippō (統一日報), Mindan Shimbun (民団新聞), Mainichi Fujin (毎日夫人), Kankokugo Journal (韓国語ジャーナル) and Sukkara (スッカラ).	Documented
2010–	Regular segment on Tokyo MX's 韓流フォンデュ; appears on NHK's ほっと@アジア in 2011.	Documented
2010–2013	Publishes four cookbooks in Japan (Shinko Music Entertainment, HANA ×2, Seibido Shuppan).	Documented
2010.11	Cooks for the National Day reception of the Korean Consulate General in Niigata.	Documented
2011.4	Opens the institute's Shinjuku school.	Documented
2012.4	Featured in the Asahi Shimbun evening edition series まちあるき 韓国@新大久保.	Documented
2012.11	Appears on NHK E-Tele's グレーテルのかまど and in four episodes of BS-TBS's 魔法のワンプレート.	Documented
2013	Becomes chair of the Japan–Korea Agricultural, Fishery and Food Culture Association (日韓農水産食文化協会); starts the Hansik Sommelier course.	Documented
2013	On stage at the Korea Tourism Organization booth, JATA Tabihaku; lectures at a training school for Korean-cuisine professionals.	Documented
2014.3–2015.4	Leads the monthly cooking class at the Korean Cultural Center in Tokyo.	Documented
2014.6	Certified Kimchi Myeongin and Tteok Myeongin by the WFCC (세계음식문화연구원) and the Korea Food Coordinator Association.	Documented
2014–2026	Holds an annual kimjang (kimchi-making) class, in 13 of these years.	Documented
2015.8–2022.11	Monthly column in the Japanese-language monthly ハント (Hanteo), about 83 instalments.	Manuscripts and proofs
2018.5	Grand prize in the team competition, Seoul International Food & Tableware Fair (Minister of Gender Equality and Family Award) — a team award.	Documented
2018.5–2020.3	Serial 飲食知味方 (Eumsik Dimibang) in Mindan Shimbun.	Documented
2019	Named Hansik Daega by the Korea Hansik Forum (사단법인 대한민국한식포럼).	Documented
2019	Opens 焼肉＆Café ZENDAMA in Meguro, Tokyo.	Documented
2022	Opens the sweets shop ZENDAMA and the grocery ZENDAMA MARKET in Jiyūgaoka, Tokyo.	Own profile + manuscripts or snapshots
2025	Takes part in a Korean restaurant promotion at Expo 2025 Osaka, Kansai.	Own profile + manuscripts or snapshots
2026	Monthly Korean-cooking guidance and products with York-Benimaru; part-time lecturer at Toita Women's College from April.	Documented

Titles and awards

Title or award	Awarding body	Date	Evidence
Kimchi Myeongin and Tteok Myeongin (certified master of kimchi; of rice cakes)	WFCC (사단법인 세계음식문화연구원) and the Korea Food Coordinator Association (사단법인 한국푸드코디네이터협회)	14 June 2014	Confirmed by a photograph of the certificates. Issued by private incorporated associations.
Hansik Daega (Korean Food Master)	Korea Hansik Forum (사단법인 대한민국한식포럼)	2019	Confirmed by photographs of the framed plaque and the chef's jacket. A title from a private incorporated association.
Hansik Myeongjang	Korea Hansik Forum (사단법인 대한민국한식포럼)	Year being confirmed	Confirmed by a photograph of the ceremony banner. Sources differ on the year, so it is withheld until checked. A title from a private incorporated association.
Grand prize, team competition, Seoul International Food & Tableware Fair (Minister of Gender Equality and Family Award)	15th Seoul International Food & Tableware Fair; certificate issued in the name of the Minister of Gender Equality and Family	24 May 2018	Confirmed by a photograph of the certificate. A team award (Japan team), not an individual one.

The Myeongin, Daega and Myeongjang titles above were all certified or conferred by private incorporated associations. They are separate from the master designations made by the Korean government, so please always name the awarding body when you cite them.

Books

01 **大切な人のために作る韓国料理　万能エキスでオンマごはん**
シンコーミュージック・エンタテイメント (Shinko Music Entertainment) · September 2010 · B5, 90 pages · ISBN Being confirmed · Role: Author

02 **趙善玉の誰でも作れる韓国トック**
韓国伝統の餅・オリジナルの餅をご家庭で
発行 HANA / 発売 インプレスコミュニケーションズ (HANA (publisher), Impress Communications (distributor)) · 21 July 2012 · A5, 100 pages · ISBN Being confirmed · Role: Author

03 **いちばんやさしい韓国料理**
成美堂出版 (Seibido Shuppan) · June 2013 · 23.4 × 18.2 cm, 207 pages · ISBN Being confirmed · Role: Recipes and cooking (credit line on the colophon being confirmed)

04 **とっておき！トッポギ料理100**
トッポギの餅をおかずからデザートまでフル活用
発行 HANA / 発売 インプレスコミュニケーションズ (HANA (publisher), Impress Communications (distributor)) · 1 October 2013 · A5, 128 pages · ISBN 978-4-8443-7511-1 · Role: Co-author (趙善玉＋韓パラム)

Selected coverage

Newspapers and magazines

統一日報	14 Oct 2009 (no. 6951, p. 5)	人と今 「『母の手の味』日本に広める楽しみ」	Confirmed by page scan
毎日夫人	Feb 2010 issue (pp. 34–35)	四季 韓流の食卓 ㉓ 薬食	Confirmed by page scan
韓国語ジャーナル（アルク）	Summer 2010 issue (pp. 8–9)	KJ INTERVIEW 03 「料理研究家 趙善玉 — 四季を重んじ、素材の味を尊重する、韓国料理の多様性を伝えたい」	Confirmed by page scan
朝日新聞 夕刊	April 2012	まちあるき インターナショナル編 「韓国@新大久保」	Confirmed by publisher's proof

Television

東京MXテレビ	From Oct 2010	韓流フォンデュ TV, regular segment	Confirmed by broadcast footage
NHK	2011	ほっと@アジア TV, guest	Confirmed by broadcast footage
NHK Eテレ	17 Nov 2012 (air date given in the programme plan)	グレーテルのかまど TV, filmed segment	Confirmed by production documents
BS-TBS	Nov 2012 (four episodes, #58–61)	魔法のワンプレート TV, cook	Confirmed by production documents

Serials

民団新聞	May 2018 – Mar 2020	飲食知味方 Fortnightly. 48 instalments on the editors' schedule (to the 1 Jan 2020 issue); manuscripts run to March 2020	Confirmed by the editors' schedule
ハント	Aug 2015 – Nov 2022 issues	Monthly column (title changes each issue) About 83 instalments	Manuscripts and proofs

Full list with evidence status: media.zendama.store/en/coverage/ · Pages and footage belong to the outlets and are not reproduced.

Brand boilerplate

> ZENDAMA is a food-culture brand built around the eye of culinary researcher Cho Sun-ok (趙善玉). Rooted in Korean food culture, it links the good tastes of Korea and Japan. The name comes from zendama (ぜんだま), the Japanese reading of her given name 善玉. Drawing on more than twenty years of teaching, writing and product work in Japan, ZENDAMA is preparing its business in Korea. Its tagline is “Good taste travels.”

Press enquiries

Press (PR): press@zendama.store

General: info@zendama.store

Languages: Korean, Japanese, English

Press photos and latest material: media.zendama.store