

BROWSE AD FREE WITH JOC PLUS! **JUST ONE
COOKBOOK**

About

Just One Cookbook (JOC) was created by Namiko Hirasawa Chen (Nami) in 2011 with a focus on authentic and modern Japanese home cooking.

Whether you're passionate about Japanese cuisine or simply eager to expand your kitchen skills, Just One Cookbook is your trusted guide to authentic Japanese home cooking and food culture.

Just One Cookbook was a finalist in the 2017 SAVEUR Blog Awards for Best Food Video and has been featured in publications like The New York Times,

Forbes, The Washington Post, The Japan Times, and The New Yorker.



Meet Nami & Mr. JOC

Namiko Hirasawa Chen (Nami)

Nami is the home cook, recipe developer, world traveler, and inspiration behind Just One Cookbook.

Nami was born and raised in Yokohama, Japan, and came to California as a foreign student when she was 20 years old. She loved studying geography and geology and worked at a digital map company where she met her Taiwanese-American husband (Mr. JOC).

Nami learned cooking at a young age from her mother who prepared home-cooked meals daily. She was in the kitchen with her mom almost every

evening, learning how to prepare ingredients and master techniques specific to each dish.

She believes any home cook can recreate the authentic Japanese dishes she loves so much, and it's her goal to make them as simple and accessible as possible for her readers. Through step-by-step guidance and [easy-to-follow videos](#), Nami gives readers the knowledge and inspiration they need to cook with confidence and discover a whole world of delicious food and culture.

All the recipes found on this site have been created and photographed by her.

Mr. JOC

Mr. JOC may always be the face behind the camera, but he plays an integral role in the development and operations of Just One Cookbook. Supporting Nami from Day 1, Mr. JOC has worn endless hats from self-taught photographer and cameraman to editor, IT technician, accountant, and travel coordinator. With his experience in sales and marketing at technology companies in San Francisco, along with a drive to keep learning new skills, Mr. JOC has been Nami's secret ingredient in making Just One Cookbook a success.

Now working full-time on the blog, he regularly contributes articles and travel guides to [JOC Japan Travel](#). He is forever on the move, and that's the reason Just One Cookbook is always evolving.

JOC Team



Reese Lee, *Marketing Manager*

Reese is Nami's sidekick and has been with the JOC family since 2016. She grew up in Penang, a tropical island in Malaysia, celebrated for its diverse society and storied past. Fast forward to today, Minnesota has become her home, where she enjoys the distinct seasons, including the famed winter. She previously worked in UNESCO Heritage projects within the performing arts domains. Her upbringing in a culturally varied milieu has enabled her to infuse her work with distinctive viewpoints. She has also taught Modern Asian Cooking classes at the local co-ops and community eds. In her free time, Reese enjoys spending time with her family, dancing, listening to podcasts, and reading up on wellness and design literature.



Naomi Kodo, *Community Manager & Recipe Developer*

Growing up in the Shikoku region, Naomi experienced firsthand the integral connection of the sea to Japanese cooking. She would join her mother and grandmother to gather seaweed at the beach, and then over the following weeks, help in the drying process until the seaweed was ready for the kitchen and into a variety of Japanese dishes. Her childhood of observing her family's enjoyment of cooking from scratch gave her a strong affection for healthy cooking and traditional Japanese cuisine. She carried that experience and knowledge to her current home in the San Francisco Bay area, where in addition to cooking, she loves photography, travel, and dancing.



Madeline Liu, *Social Media Manager*

Madeline [✉](#) is a freelance marketer in the space of hospitality—whether it's specialty coffee, dining, or travel. She finds joy in bridging creativity with kindness, through running her own art and stationery business, **Notebeans Stationery** [✉](#), donating funds to international charity projects, or designing vivid brand strategies for hospitality businesses. She loves Japanese culture, especially the philosophy behind the material items in our world, and she's learning Japanese this year! If she had to choose her favorite Japanese dish, it has to be Hitsumabushi and her favorite Japanese dessert would be souffle cheesecake! She's excited to share the vision of Just One Cookbook through social media marketing.



Jason Leung, *Videographer and Editor*

Jason [✉](#) is currently located in the Bay Area, where he enjoys the convenience of being within a 3-4 hour reach of almost any environment. He currently works as a freelance photographer and videographer, primarily focused on documenting non-profit stories in the Bay Area as well as filming and photographing food content for restaurants. Although he enjoys capturing a variety of subjects, Jason's favorite subject to shoot is food, as it offers a unique opportunity to connect with others and tell compelling stories. Furthermore, he finds that there's always a perk of being able to enjoy the food after a shoot! While he has a strong passion for food photography, Jason remains open to exploring other genres to expand his skillset and find

inspiration from other photographers. Ultimately, his goal is to make a positive difference in people's lives through his photography.



Janet Otsuki, *Copy Editor*

Born and raised in California, Janet grew up watching her mom prepare both traditional Japanese cuisine and the American classics with loving care. This sparked her appreciation for home cooking and delicious food. She attended university in the San Francisco Bay Area and later worked in corporate communications for several years. Now an empty nester, Janet resides with her husband and their senior dog in Southern California. She loves learning and writing about the intersection of history, culture, and food.



Andy Cheng, *Travel Writer/Photographer*

Andy [🔗](#) is a freelance writer and chef, who grew up in the UK. His mother is Japanese and his father is from Hong Kong so was exposed to various cultures and cuisines. His father, who was once a chef, taught him how to cook from a young age, which ignited his passion for food. After graduating from the University of Nottingham in the UK, with a bachelor's in Architecture, he moved to Tokyo to seek new adventures. It was there that he realized he didn't want to be an architect but wanted to cook. This led him to train in various restaurants across Japan, from Roppongi, Tokyo to a Michelin Star restaurant in Sapporo, Hokkaido. Now, while cooking his own menu at various pop-up events, Andy also writes about Japanese food, culture, and lifestyle. If he's not cooking or

writing, he's probably on a drive taking some photos, or eating at his local ramen shop.



Miso, *JOC Mascot*

At 4.5 years old, Miso is a mix of Australian Shepherd and Poodle, and he follows Nami everywhere she goes in the house. With his expressive behaviors, we claim that he's a canine with a human spirit.

Miso's zest for life is most evident in his passion for playtime – it's his ultimate purpose! As a family, we've gleaned valuable life lessons from his unwavering loyalty, infectious enthusiasm, and the sheer joy he finds in the simple pleasures of life.

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