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**Oishii bringing game-changing strawberries to the West Coast**

Oishii, a produce company behind one of the world's largest indoor vertical strawberry farms, announced the opening of its newest farm in Los Angeles. The company's West Coast expansion marks the first time Oishii's strawberries are available outside of the greater New York area.



Oishii's westward expansion comes on the heels of remarkable growth for the company. In March, Oishii closed a \$50 million Series A, with funding dedicated to opening new markets and investing in R&D for new technologies designed to transform the future of agriculture. The vertical farming innovator is currently in development on new strawberry varieties, as well as other types of flowering produce, such as tomatoes, melons, and peppers.

Oishii — which means delicious in Japanese — is known for its Omakase Berry, a strawberry variety from the foothills of Japan regarded for its sweetness, aroma and creamy texture. Oishii marries nature with technology in its innovative, zero-pesticide farms. Oishii's pollination method is conducted naturally with bees, delivering perfectly ripe fruit year round. The hyper locally grown produce is clean, fresh and carbon neutral.

“Los Angeles is an incredible food city, and we're excited to put down roots in California. It's where I first stepped foot in the U.S. and where the idea for Oishii first began, so it feels like a homecoming for us,” said Hiroki Koga, CEO and co-founder of Oishii. “Since our earliest days, consumers, chefs, and retailers have all been asking us to bring our berries to LA. We can't wait for more people to experience endless summer with the Omakase Berry as our company continues to reimagine the future of farming.”

Oishii's berries will be available for sale at Destroyer, the Culver City cafe atelier from Chef Jordan Kahn.

The Omakase Berry was first introduced in 2018, quickly catching the attention of Michelin-starred chefs in New York. Beyond retail options, the berries will soon be served on the menus of LA's favorite restaurants.

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