



# The Relentless Pursuit of a Dream

*Aeron Choo Never Accepts “No” When it Comes to her Passion*

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## KAPPOU

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In the high-pressure restaurant business, where persistence, talent and dedication intertwine, Aeron Choo is the embodiment of unwavering commitment to her passion. Relentlessly driven by her dream, Aeron surmounted countless obstacles on her journey to establish Kappou, now one of the most distinguished Japanese restaurants in Singapore’s vibrant epicurean landscape.

Like so many others, Aeron’s story begins with a dream. She was just a teenager when she discovered her passion for Japanese food culture and, at 16, she moved to Japan with one goal in mind – to become a culinary master.

## 3 — A FOODIE GUIDE TO SINGAPORE - FINE DINING

“Every day, I look in the mirror and say, ‘I can do it’. Nothing is going to bring me down.”

The journey was not an easy one. She was repeatedly told her dream was impossible. Because women cannot train as sushi chefs. Because she wasn't Japanese, she was unfamiliar with their customs and norms. Because she didn't speak the language. While many would back down in the face of these obstacles, for Aeron, changing her dream was never an option. Eventually, she succeeded in completing her professional training, including a certification from the Japan Sushi Instructors Association in Tokyo. Soon after, Aeron returned to Singapore where she built Kappou quite literally from the ground up. Toiling long days and nights, she built her own cupboards and shelves in a humble corner shop far removed from the glitz and glamour of Singapore's famous gourmet institutions.

After learning the ins and outs of the business and developing a cult following among foodies in the know, she made the move to her current location in the heart of the city where she curates an ever-changing menu that accents the natural flavours of hand-selected seasonal ingredients.

“I love creating new dishes that are original and authentic to me, that pay tribute to Japanese heritage, flowing with the ever-changing seasons.”

Over time, Kappou has received considerable praise for its unique approach to traditional Japanese cuisine, blending innovation with a profound respect for centuries-old traditions. Aeron's meticulous attention to detail and insistence on using premium, authentic Japanese produce elevate Kappou to a league of its own. Each dish is a harmonious blend of flavours and textures, showcasing Aeron's mastery of the culinary arts. The restaurant's ambience is a reflection of Aeron's refined taste and commitment to providing an immersive dining experience. Kappou has become a haven for Japanese fine dining, with its minimalist yet elegant decor and an aura that resonates with the tranquillity waves in a zen garden.

Seeing her dream of opening Kappou come true is just the beginning. Now Aeron has her sights set on sharing that passion with others. That means opening a school where she can educate and inspire future generations on why Japanese traditional cooking techniques are special and to ensure that the craft stays alive.

Aeron's journey is not just a culinary adventure, but a testament to resilience. In an industry where gender stereotypes have persisted, her story stands as an inspiration for those who aspire to challenge conventions. She has not only seen the realisation of her own dream, she has also opened the doors for future generations of women who dream of stepping into this fast-paced world. Aeron's story is not just about success - it's a powerful narrative of triumph over adversity, reminding us that passion and determination can break even the most formidable barriers.





