



EAT-JAPAN Presents

SUSHI AWARDS 2008



Featuring the

SEVEN SUSHI SAMURAI

London's prestigious annual Sushi Awards brings together the very best sushi masters – the Seven Sushi Samurai – selected from around the world, for one very special evening. Here, in front of an audience of 300, these brilliant chefs showcase their incredible talents as they compete for the title of Sushi of the Year. As part of the four month-long Eat-Japan festival celebrating Japanese food, drink and culture, the Sushi Awards invites the Japanese food-loving public, as well as culinary professionals, to try – and vote for – the best of the best mouth-watering sushi creations in this unique sushi extravaganza.

Please cover the following ticket details before the event if at all possible :

Date	Monday 6 October
Time	18:00 – 21:00 (Doors open at 17:30)
Venue	The Great Hall, London House, Mecklenburgh Square, London WC1N 2AB
Ticket cost	£90 each (see overleaf for details of how to get tickets)

Introducing this year's Seven Sushi Samurai:



Takayuki Nakamura

Otaru Masazushi
Hokkaido, Japan

Having dedicated almost his entire life to sushi-making in Japan's seafood mecca, Hokkaido, this as yet undiscovered chef has honed his skills to the highest level.



Bryan S. Emperor

TEN
Virginia, USA

This flamboyant Wall Street banker recreated himself as a high-flying Japanese chef, winning the US Sushi Championship and wowing America with his unique culinary style.



Mitsunori Kusakabe

Sushi Ran
California, USA

A largely self-trained sushi genius who holds the 6th American Sushi Skills trophy and has carried his skills around the globe before bringing them to his Michelin-starred restaurant.



Denis Yun

Yakitoriya
Moscow, Russia

Despite his youth, this talented chef at one of Russia's biggest names in sushi restaurants is two times winner of the prestigious Sushi Skills Contest at the Moscow Food Show.



Pontus Johansson

Sushibaren
Malmö, Sweden

This inventive and talented young sushi chef joins us after being selected as sole winner of the Nordic Sushi Championships from sushi bars across Scandinavia.

and...
2 TOP UK CHEFS 
from the nation's best Japanese restaurants!



For all press enquiries, or ticket information, please contact:

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Sushi of the Year Award

The Seven Sushi Samurai will contest for the title of Sushi of the Year by each creating a unique, original sushi dish. The ultimate winner will be decided on the night of Eat-Japan's Sushi Awards gala evening, through the votes of a 300-strong audience. This audience, which will include culinary experts as well as members of the public, will get to watch the chefs at work and then taste their masterful creations, before casting votes by secret ballot to determine the winner of the Sushi of the Year.



Last year's sushi awards saw nail-biting competition from the 2007 Seven Sushi Samurai, who prepared their dishes with lightning speed and super-professional concentration. The sushi pieces were mind-blowing in their inventiveness, with Masashi Ogata's 'Golden Shooting Star' the eventual winner.

2007's Winning Dish: Golden Shooting Star by Masashi Ogata

Ogata, of Asahizushi restaurant in Miyagi prefecture, Japan, recreated the taste of shark's fin using only vegetarian ingredients. He combined seaweed soaked in mirin (sweet cooking sake) with maple syrup-infused pieces of apple, together with avocados, frosted cornflakes and sprouts of daikon (giant white radish).



2006's Winning Dish: Electric Eel by Jeff Ramsey

Ramsey's delicious fusion of modern and traditional featured grilled eel basted in a thick, sweet sauce with roast pineapple and Sichuan buttons for an electrifying flavour burst. Ramsey also impressed last year with his very original 'The Whole Salmon', which brought together every part of the salmon in one sushi piece.



Expert Panel:

Once again an expert panel, made up of leading chefs, food journalists and other culinary gurus, will be on hand to quiz the Seven Sushi Samurai and lend an expert opinion on the sushi creations, as well as cast their own vote for the Sushi of the Year Award. Previous panellists have included Henry Harris, Jun Tanaka, Kyle Connaughton, Jean-Christophe Novelli and Paul Merrett.



Ticket information:

Tickets for the event may be purchased at www.eat-japan.com.
For enquiries, phone 020-7247-9388 or email info@eat-japan.com.

Event Organiser: Eat-Japan

Eat-Japan is an organisation that promotes Japanese food, drink and culture in the UK through publications, online activities, events and more.

The Sushi Awards 2008 is the core event of Eat-Japan 2008, a nation-wide celebration of Japanese food, drink and culture running from July – October 2008. The festival, now in its seventh year, aims to heighten awareness of and engagement with Japanese cuisine throughout the UK, and is made possible by the generous support of the companies and organisations listed below.



More information about Eat-Japan and the Sushi Awards can be found on our website (www.eat-japan.com), as well as details of other events happening this year:

- Prize Draw
- Sushi Workshop for Professionals (tickets available online for 40 places: £250 or £380 with Japanese knife set)
- NEW EVENT: Sushi Workshop for Non-Professionals (tickets available online for 50 places: £150)

These details can also be found in the Eat-Japan Magazine – Japanese Restaurant Directory. The website also offers a comprehensive range of information on Japanese food and drink, essential for anyone involved in the Japanese food trade.

Eat-Japan 2008 Sponsors:



Sponsored by:

Embassy of Japan, JETRO (Japan External Trade Organization), JNTO (Japan National Tourist Organization) and All Japan Sushi Association

Special thanks to:

FENG SUSHI, GEKKEIKAN SAKE and MATSURI