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# Eat-Japan Sushi Awards 2009

at MasterChef Live  
A BBC GoodFood Production

featuring the **Seven Sushi Samurai**  
*Pride, passion and professionalism: the knives are out!*

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The 8<sup>th</sup> annual **Eat-Japan Sushi Awards** represent the pinnacle of sushi talent and technique. This unmissable gastronomic event features the **Seven Sushi Samurai**, seven of the world's leading sushi chefs. They'll be battling it out to impress the **celebrity judging panel** and 300 guests to win the title of **Sushi of the Year 2009**.

This year, the Awards have teamed up with **MasterChef Live** A BBC GoodFood Production to bring you Awards that are bigger and better with much more bite! The Awards will be held as part of MAFF's 'Oishii Japan' programme of events where you can experience the diversity and deliciousness of Japan's premium brands. The **Sushi of the Year 2009** will be decided at a glittering ceremony held in the **Pillar Hall** in **London Olympia** on **Saturday 14 November**, starting from **6.00pm** (doors open at 5.00).

So the countdown is on to the world's only international sushi grand prix. It's been described as "**the highest honour of Japanese cuisine**" (The Observer) and "**award-winning sushi with green credentials**" (The Daily Telegraph) – don't miss out on your chance to be there!

**Date:** Saturday 14 November

**Time:** 18:00 – 21:00 (doors open at 17:00)

**Venue:** The Pillar Hall, Olympia Exhibition Centre  
Hammersmith Road, London W14 8IX

**Tickets:** £105 combined with entry to Master Chef Live!

Includes: Samurai sushi, authentic sushi by the Eat-Japan Sushi Masters, Japanese buffet, complimentary Japanese beer and sake, foodie goody bag. Not a seated event.

Tickets available at [www.eat-japan.com/sushi-awards-2009/index.html](http://www.eat-japan.com/sushi-awards-2009/index.html)  
MasterChef Live! information at [www.londonbbcgoodfoodshow.com](http://www.londonbbcgoodfoodshow.com)

**Nearest tube:** Kensington (Olympia), District Line / **Nearest BR:** Kensington (Olympia)

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## THE CONCEPT

The **Eat-Japan Sushi Awards** were created to promote **authentic Japanese ingredients**, to highlight **innovation** in sushi, and to showcase leading international sushi chefs. Each sushi must encapsulate an original gastronomic concept within the limits of a single piece of sushi. Previous winning entries have included Jeff Ramsay's **Electric Eel**, Masashi Ogata's **Golden Shooting Star**, which recreated his regional delicacy of shark's fin using only vegetarian ingredients, and Mitsunori Kusakabe's **Seven 'Rice' Samurai – Ecology**, which focused on rice, using seven different methods to prepare the rice, wasting nothing.

\* See the 2009 Eat-Japan Magazine for more details!

## THE RULES

Each Samurai must prepare 300+ pieces of original sushi – one for each guest. Japanese rice to be used. No bluefin tuna. Sustainable fish and seafood only. Guests and judges then taste each sushi and **vote for their favourite**.

## THE SAMURAI

The **Eat-Japan Sushi Awards 2009** will feature the **Seven Sushi Samurai** – the world's leading talents in sushi gastronomy. The Seven Sushi Samurai are selected from the sushi world's top global names – chosen with the help of **Masayoshi Kazato**, Vice-Director of the International Division of the All-Japan Sushi Association.

	<p>Tokyo, JAPAN <b>Sushizen</b> <b>Tomoyuki ABE</b></p> <p>Head Chef at the flagship branch of Japan's leading sushi restaurant. Respects tradition whilst looking to the future. One to watch.</p>		<p>Milan, ITALY <b>Becht Brendan S.a.s.</b> <b>Brendan BECHT</b></p> <p>Globe-trotting consultant chef with extensive experience in Europe's leading restaurants. Created the exciting gourmet concept of 'Sushi Italiano'.</p>
	<p>Prague, CZECH REPUBLIC <b>Miyagi</b> <b>Marek HORA</b></p> <p>Visionary Head Chef in Prague's leading Japanese restaurant. Fiercely dedicated to authenticity, traditional aesthetics and technical accuracy.</p>		<p>Stockholm, SWEDEN <b>Esperanto</b> <b>Sayan ISAKSSON</b></p> <p>Outstanding Michelin-starred chef and two-time Gold Medal winner at Culinary World Cup. Award-winning and innovative pioneer of sushi in Scandinavia.</p>
	<p>California, USA <b>Sushi Ran</b> <b>Mitsunori KUSAKABE</b></p> <p>The defending champion! Triumphed last year with his simplicity and ingenuity. Largely self-trained sushi genius now leading an acclaimed team at Sushi Ran.</p>		<p>London, UK <b>Nobu</b> <b>Taiji MARUYAMA</b></p> <p>Rising young star at the flagship restaurant for Japanese food worldwide. Born into a sushi restaurant, he has dedicated his entire life to mastering the cuisine.</p>
	<p>Madrid, SPAIN <b>Kabuki Wellington</b> <b>Ricardo SANZ</b></p> <p>Trained under a Japanese sushi chef, and now serves up stunningly original Spanish sushi, bringing a Mediterranean twist to this classic Japanese concept.</p>	 <p><b>SUSHI MASTERS</b></p> <p>Masayoshi KAZATO Kensake YOSHIDA Yasuhiro MINENO Takanori KUROKAWA</p> <p>Senior figures in the sushi world, they're here to oversee proceedings!</p>	

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## THE JUDGES

The Seven Sushi Samurai will be joined by a panel of the UK's leading celebrity judges. Last year's panel, led by Prue Leith OBE, comprised Kyle Connaughton (The Fat Duck), Henry Harris (Racine), Jun Tanaka (Pearl) and Nick Vadis (Craft Guild of Chefs). This year's panel of leading chefs, culinary critics and industry experts to be announced soon!

## THE SPONSORS

The Eat-Japan Sushi Awards 2009 would not be possible without the generosity of the following leading Japanese and Japan-related brands:



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Organised by: EAT-JAPAN, Ministry of Agriculture, Forestry and Fisheries (MAFF)

## THE ORGANISERS

**Eat-Japan** specialises in Japanese food, drink, cookery books and magazines. Acting as a multimedia company, it organises a number of Japanese food-related events and produces websites. Eat-Japan is part of Cross Media Ltd., a publishing company established in 1987 and based in the UK.

- **Eat-Japan Magazine** & web for lovers of Japanese food & culture
- **Eat-Japan Online Shop** for authentic & unique Japanese craft gifts
- **Trade Directory Magazine** & web for Japanese food industry professionals
- **UK Seikatsu Directory** & web for the Japanese community in the UK
- **Publishers of *Dashi and Umami: the heart of Japanese cuisine*** with forewords by Heston Blumenthal, Nobu Matsuhisa, Pascal Barbot & Kiyomi Mikuni

\***Japan External Trade Organization (JETRO)** is running the 'Oishii Japan' programme of events in Masterchef Live to promote Japanese food and products, as part of Japan's Ministry of Agriculture, Forestry and Fisheries (MAFF) policy.



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