

Press Release June 2011

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



## **EAT-JAPAN SUSHI AWARDS 2011: UK Sushi Roll Championship**

Sponsored by KIKKOMAN, TSUNO FOODS

at **HYPER JAPAN 2011, 22-24<sup>th</sup> July 2011**

[www.hyperjapan.co.uk/event-2011/highlights/sushi-award.html](http://www.hyperjapan.co.uk/event-2011/highlights/sushi-award.html)

The EAT-JAPAN SUSHI AWARDS has been held since 2005 as the only world sushi championship. It was created specifically to celebrate the highest quality sushi and Japanese food culture in the UK and beyond. Over the past six years, it has been a great opportunity to assemble the very best sushi masters from all over the world and showcase their incredible talents.



This year, the brand new **UK Sushi Roll Championship**, sponsored by Kikkoman and Tsuno Foods is joining the distinguished EAT-JAPAN SUSHI AWARDS platform. It has been created especially for HYPER JAPAN, a vibrant young Japanese culture event in its second year. In the Championship, five talented UK chefs will battle it out, armed only with a unique 'sushi roll creation'. Sushi rolls can come in endless varieties; this truly is a cuisine limited only by the imagination. This one-of-a-kind sushi bonanza is sure to stimulate the appetites of foodies, Japanese food buffs, and culture lovers alike. The UK Sushi Roll Championship will be held as one of the highlights of HYPER JAPAN, which last year attracted about 13,000 people over three days in October.

The five nominated restaurants and chefs will be working alongside each other at the special UK Sushi Roll Championship booth, from where they will serve their sushi roll creations to ticket-holding visitors. After tasting all the entries, ticket holders can then vote for their favourite. The restaurant and chef who gets the most votes over the three days will be win the honour of being crowned Sushi Roll of the Year. 600 sets of sushi pieces (one from each entrant) will be served each day to ticket holders. All votes cast over the three days will be counted and announced on Sunday 24<sup>th</sup> July 2011, the final day of HYPER JAPAN 2011.

**Earthquake Relief:** HYPER JAPAN and its sponsors are dedicated to supporting the peoples, regions and industries affected by the Japan Tohoku Pacific earthquake of 11 March 2011. 10% of net HYPER JAPAN ticket revenue will be donated directly to the Japan Society Earthquake Relief Fund. There will also be donation boxes and related events at the HYPER JAPAN venue.

**The following page contains ticket details, nominated restaurants and chef introductions.**

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

**PRESS PASS is also available**

**Date** Fri 22<sup>nd</sup>, Sat 23<sup>rd</sup> and Sun 24<sup>th</sup> July 2011

**Sushi Serving Time** 14:00 – 17:00 approx. (HYPER JAPAN opens 10:00 – 19:00, Sun ends 18:00)

**Place** SUSHI AWARDS 2011: UK Sushi Championship Booth, HYPER JAPAN, at Olympia Two, London W14 8UX

**Ticket availability:** 600 tickets each day for 3 days

**Combine One Day Ticket cost** £20 each

**Ticket includes** Chance to taste each nominated restaurants sushi (£8) & vote for your favourite. Admission to HYPER JAPAN 2011.

### NOMINATED RESTAURANTS AND CHEFS

Their sushi roll creation will be revealed on the first day of HYPER JAPAN 2011 (Friday 22<sup>nd</sup> July).



Dharmadsa Kodituwakku, CHISOU [www.chisou.co.uk](http://www.chisou.co.uk)  
After working in Japan, Dham joined the CHISOU team in 2002. He is now Head Chef at the Knightsbridge branch, overseeing a menu that combines traditional Japanese tastes with Western and Mediterranean influences.



Silla Bjerrum, Executive Chef, FENG SUSHI [www.fengsushi.co.uk](http://www.fengsushi.co.uk)  
Silla has developed a sensational menu at Feng Sushi without sacrificing seasonality or sustainability. She combines the skills of traditional sushi chef with a modern interpretation, and is certainly determined to win this year.



Asuka Kobayashi, Sushi Chef, MATSURI ST. JAMES'S  
[www.matsuri-restaurant.com](http://www.matsuri-restaurant.com)  
Asuka is the first ever female Japanese sushi chef to take part in the EAT-JAPAN SUSHI AWARDS. She has a decade of experience, and today produces fantastically fresh, authentic-with-a-London-twist sushi at Matsuri St. James's.



Thomas Nam, Head Chef, MOSHI MOSHI [www.moshimoshi.co.uk](http://www.moshimoshi.co.uk)  
After training at School of Culinary Arts at Westminster Kingsway College, Thomas pursued his passion for sushi at Moshi Moshi, where he is now Head Chef. He is bringing a hint of Korean spice to his entry.



Tomokazu Matsuya, Head Sushi Chef, SO Restaurant  
[www.sorestaurant.com](http://www.sorestaurant.com)  
Tomokazu oversees the sushi menu at SO Restaurant, an innovative and multiple award-winning Japanese dining establishment. His experience as a sushi instructor have also given him insight into the sushi preferences of British diners.

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## **HYPER JAPAN 2011**

HYPER JAPAN is the UK's biggest celebration of Japan's contemporary cuisine and culture. It was held for the first time in October 2010, and has now moved to Olympia Two for its second event. HYPER JAPAN showcases the diversity and vibrancy of modern Japan, from art to music, technology to film, and of course the food and drink that Japan is loved for around the world. The EAT-JAPAN Food Court at HYPER JAPAN will feature a selection of Japanese restaurants and food stores from around the UK, giving visitors a chance to sample freshly-made, authentic and delicious Japanese food and drink all in one place. There will also be a Sake Seminar for those interested in finding out more about Japan's best-known but little-understood alcohol, and food-related events on the stage. Check the website for further details: [www.hyperjapan.co.uk](http://www.hyperjapan.co.uk)

## **EAT-JAPAN ([www.eat-japan.com](http://www.eat-japan.com))**

EAT-JAPAN is a UK-based Japanese food and drink specialist working in publishing, media, events and PR. EAT-JAPAN Magazine is the only dedicated English language publication on Japanese food, drink, restaurants, shops and ingredients in the UK, and has been published since 2001. EAT-JAPAN also publishes the EAT-JAPAN Japanese Food Trade Directory for trade professionals, as well as recipe books. EAT-JAPAN.com, recently revamped, is the number one site for Japanese food and drink, featuring a UK Japanese restaurant directory, the online sushi-making guide (Sushi Perfect), a database of Japanese recipes, articles and information on EAT-JAPAN activities.

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## **HYPER JAPAN 2011**

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