

# The Original Sushi Competition 2003

An International Exchange of Food & Culture

## The Original Sushi Competition Mini Event Tour Summary

The Original Sushi Competition was founded as part of the 'Japan 2001' - year of cultural exchange, and continues to increase awareness of Japanese culture through the medium of Japanese food. Such an aim inspired top Japanese chefs to travel to the UK. Masayoshi Kazato wanted to inspire the younger generation to taste and make real sushi. " So many people think that sushi is just a piece of raw fish and a lump of rice," he said, " but there's so much more involved. I'd like people to appreciate sushi is something that comes from the heart."



Saikuzushi sample

### Mini Events

<b>Saturday 1st March 2003</b> 139 Gunnersbury Lane, London W3 8LG Tel: 020 8992 5823 <i>Attendees:</i> Students, parents and visitors to the International Food Festival organised by the school (about 400 people)	<b>International School of London</b>	<b>6.00 - 8.00 pm</b>
<b>Monday 3rd March 2003</b> 114 Marylebone Lane, London W1U 2HH Tel: 020 7935 3503 <i>Attendees:</i> Student from the Cordon Bleu Culinary Institute and professional chefs (about 40 people)	<b>Le Cordon Bleu</b>	<b>4.00 - 6.00 pm</b>
<b>Wednesday 5th March 2003</b> Bartholomew Square, Brighton, East Sussex BN1 1JS Tel: 01273 719 915 <i>Attendees:</i> Local primary school students and their parents (about 40 people)	<b>Moshi Moshi Sushi Brighton</b>	<b>4.00 - 6.00 pm</b>
<b>Friday 7th March 2003</b> 17 The Down, Wimbledon, London SW20 8HF Tel: 020 8879 9200 <i>Attendees:</i> Students from Year 7 and their parents (about 80 people)	<b>Hall School Wimbledon</b>	<b>2.00 - 4.00 pm</b>

### Sushi Masters

#### All Japan Sushi Association

Two chefs have been brought to the UK to showcase Saikuzushi from the All Japan Sushi Association (AJSA). The AJSA is the biggest sushi-related society with 20,000 members. Authorised by the Ministry of Health and Welfare in Japan, the society's activities include organising the prestigious Sushi Skill Contest, which is held every four years. Their activities range from organising the contests to consultancy of sushi restaurants.



#### Masayoshi Kazato, Sakae Sushi, Chiba Prefecture

Since 1996, Masayoshi has been a host at the Sakura festival in Washington D.C., a good will event between Japan and the US. He participated at a sushi exhibition held at the Japanese Embassy in America in 1997, has been the contest director of the annual All American Sushi Skill Contest since 2000, and was involved with the Sakura Festival in Germany to mark the completion of the Japanese consulate in Berlin in 2001. In 2002, he attended a sushi event in aid of the 9/11 tragedy; later that year he was involved in a similar event for the Czech Republic flood disaster.



#### Takashi Yasuda, chef at Kintaro Sushi in Tokyo's Ueno district

Takashi is especially renowned for his innovation in creative sushi design, and is the chef at Kintaro Sushi, home to many other Saikuzushists. He has just won this year's gold prize in the Nigiri category at the Sushi Skill Contest, which is known as the 'Sushi chefs' Olympics', and gives sushi chefs an opportunity to show off and share their skills.

# The Original Sushi Competition 2003

An International Exchange of Food & Culture



## The Real Thing: Authentic Sushi Steals the Show

**Saturday 1st March 2003 — Global Food Fair at the International School.**

The competition brought two of Japan's top sushi chefs, Mr. Masayoshi Kazato and Mr. Takashi Yasuda to the International School's Food Festival. There was cuisine from Italy, Spain, Eastern Europe and the Middle East — but the Japanese cuisine added the final splash of colour to proceedings, and went on to be the most popular booth. This was the first outing for the sushi master chefs — but they had already caught the attention of the public and media.



## Japanese Cuisine Showcased at French Culinary Institute

**Monday 3rd March 2003 — Le Cordon Bleu Culinary Institute**

Le Cordon Bleu Culinary Institute is renowned for its excellence in teaching French cuisine and patisserie skills; on this occasion it became a showcase for authentic sushi. Principal Lesley Gray remarked, "we pride ourselves on our international student body and growing number of Japanese students. Everybody needs to be aware of global food and to recognise skills like this." The audience is made up of students from Le Cordon Bleu, teachers, and chefs from top hotel restaurants including Martin Neil, and the head chef from Claridges Hotel. Roy Thompson, Executive Head Chef at the Radisson SAS Portman Hotel, didn't feel that this was an unusual choice of venue after all "this country, and London, is now the Mecca of good food!"



## Sushi for Beginners: The Tour Moves to Brighton

**Wednesday 5th March 2003 — Moshi Moshi Sushi, Brighton**

Founder of Moshi Moshi Sushi, Caroline Bennett has lived in Japan for some time, and felt this event was a chance to redress the "many misconceptions there are about Japan in this country. The Japanese are always willing to give a bit of themselves to other cultures. I wanted to reflect some of that here today." Pupils at the Peter Gladwin primary school were avid participants. Not only was it their first time at making sushi, but also it was their first tasting too — and they loved it! "It was squishy," said Alyssa (8), about making nigiri but she was undeterred - "I'll make it for my family, if I'm allowed."



## Serving up Sushi in Wimbledon

**Friday 7th March 2003 — Hall School Wimbledon**

Once again the primary audience at the final mini event was composed of Year 7 children, plus parents and teachers of the independent Hall School Wimbledon. The children were delighted to take part in making the different types of sushi — and were even more enthusiastic to see their teacher don a 'Happy Coat' and bandana to make nigiri. Everyone enjoyed the final tasting (thanks to Mr. Kurokawa of Matsuri restaurant and his speedily created platters of nigiri and maki sushi), and every last grain of rice and drop of soy sauce was devoured. Was the event a success? Definitely! Many pupils left laden with plates of saikuzushi and other tea-time treats. Harvey (11) was excited about his competition entry, 'Anyone for Sushi?' which is based on the Wimbledon tennis tournament and features the legendary strawberries and cream!

## The Final Event

The deadline for entries was on 28th February 2003 (10th March for those attending Mini Events). More than 500 entries have been submitted so far, with a diverse spread of nationalities and ages. The final will be held at Matsuri High Holborn restaurant, on 8th April 2003, at 6pm. The event is open to finalists, guests, and the press. A limited number of tickets will also be available to the public at a cost of £30. Authentic Japanese cuisine and drink will be available on the evening, plus the chance to make sushi!

Send your details (name, address, tel & fax numbers and email address), and the number of tickets you require to the Original Sushi Competition by fax on 0207 436 1930 or email to [info@sushi-competition.com](mailto:info@sushi-competition.com).

Due to the limited number of places, there will be a draw to decide ticket allocation. Successful ticket holders will be contacted by the committee.