
The Original Sushi Competition 2004

An International Exchange of Food & Culture

PRESS RELEASE
March 2004

The Original Sushi Competition 2004 – The Final Event

6pm, Tuesday, 27th April, 2004

at: Matsuri High Holborn, 71 High Holborn, London, WC1V 6EA

Re: Press coverage before and after the final event of the Original Sushi Competition 2004

The Original Sushi Competition is an annual recipe competition open to people of all ages living in the UK, held to raise awareness in the UK of sushi and Japanese food-culture, while generating exciting new food fusions (see www.sushi-competition.com for more details).

This year's competition (the third) has received over 600 entries and 150 guests are expected for the final event to be held at Matsuri High Holborn restaurant in April. During this event, the dishes of the selected 5 child and 7 adult finalists will be professionally prepared and displayed before a grand winner and runners up are selected by a panel of judges including celebrity chef Jean-Christophe Novelli (Chair of Judges), Henry Harris and Aldo Zilli (both famous restaurateur / chefs) and other chefs at the top of their profession (see profiles on following page). The Grand Winner will receive a pair of return flights to Japan, courtesy of All Nippon Airways and their dish will appear on the menus of top Japanese restaurants. Runners-up will also receive prizes. Also, drinks and a buffet of authentic Japanese cuisine will be served.

IMPORTANT: If at all possible, please cover the following ticket details and the time, date and address of the event (printed top of page) *before the event*: Tickets for this event are available to the public, at the cost of £30 adults and £20 child. To apply for tickets, please send your details and the number of tickets you require to the Original Sushi Competition by fax on: 020 7436 1930, or e-mail: info@sushi-competition.com. Tickets will be sold on a first come first served basis.



'Miso Mozzarella Sushi'
Grand Winner from last year



Jean-Christophe Novelli
The chair of judge



Henry Harris
Member of judging panel



Aldo Zilli
Member of judging panel

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The panel of Judge

Jean-Christophe Novelli (Chair of Judges)

A baker at the age of 14 and head chef to the Rothschild family before the age of 20, multi-Michelin starred chef Jean-Christophe Novelli is now to be found overseeing cuisine for 15,000 corporate guests every year at Broomfield Hall, the magnificent 18th Century stately home turned successful conference and private party venue. He is also chef patron of the Hertfordshire estates renowned restaurant, *Auberge du Lac* and returned to the capital this year with the opening of *Novelli in the City* at the London Capital Club.

Henry Harris

Head Chef and owner of the popular *Racine* restaurant (Knightsbridge) Henry Harris is also a food writer and well-respected expert in his field. Previously, he was responsible for making the *Fifth Floor restaurant in Harvey Nichols* a great success and he has appeared on television programmes including '*Junior Masterchef*' and is due to release his new book '*A Passion for Protein*' very soon. Henry was also a judge at both of the previous Original Sushi Competitions.

Aldo Zilli

Because of his delicious Italian cuisine and legendary charm and personality, Aldo Zilli's 5 Central London restaurants are magnets for the media and entertainment industry and have won such prestigious awards as Best New Restaurant in the Restaurateurs Restaurant of the Year Awards (for *Zilli Fish Too*). Aldo has also published 4 cookery books, makes regular TV and radio appearances and has recently launched a cookery school in Italy and begun teaching in London.

The rest of the judge's panel:

Mr. Kanehiro Takase, Head Chef from Matsuri St James's

Ms. Silla Pernille Bjerrum, Executive Chef, Feng Sushi

Mr. Yasuo Ohnuki, Director General, NHK Europe (Japan's equivalent to BBC)

Mr. Makoto Kakebayashi, Head of the The Original Sushi Competition committee /
Director General, Japan External Trading Organisation

Dishes of Finalists

Adult Category:

Futomaki Terrine, Three Sisters, Sushi Nero, Roast beef & Yorksushi Pudding, Creamed Kipper+Persley with Crispy Bacon Sushi and Puru Puru Sushi and Parma Wrap

Children's Category:

Lime & Salmon Sandae Sushi, Yaki-tori Sushi, Mushi Sushi, Sushi Pizza and Special Sushi Surprise

For further information and enquiries, please contact:

The Original Sushi Competition Committee, Ms. Yukiko Takahashi / Ms. Sonoe Sugawara
Ground Floor, 66 Wells St. London W1T 3PY Tel: 0207 436 1960 Fax: 0207 436 1930
Web: www.sushi-competition.com Email: info@sushi-competition.com

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Competition Supported by

The Embassy of Japan; The Japan External Trade Organization (JETRO London); The Japan National Tourist Organisation (JNTO); Miyazaki Prefectural Government and; The Great Britain Sasakawa Foundation

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Main Sponsors of the Competition

Kikkoman Trading Europe GmbH; Asahi Beer Europe Ltd.; Casio Electronics Co.Ltd.; Tomen Foods UK Ltd.; Matsuri St. James's & High Holborn; All Nippon Airways Co.Ltd.; S&B Foods Inc; Atari-Ya Foods and; Yorkshire Forward

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