

# The Original Sushi Competition 2004

An International Exchange of Food & Culture

November 2003  
PRESS RELEASE

Re: Requesting press coverage of competition opening



Clerebrity chef Ross Burden & Harvey Lewis,  
winner of the last competition's children's category

Last year's Grand Winning Prize Dish :  
Miso Mozzarella Sushi created by Chikako Aoki

## The Original Sushi Competition 2004

### British Sushi – Culinary History in the Making

I would like to introduce to you the upcoming Original Sushi Competition 2004.

The California Roll is an American adaptation of sushi that is now popular worldwide, even in Japan (Sushi is the traditional Japanese rice-based cuisine, which is often very beautiful as well as delicious). In recent years, with the Original Sushi Competition, the people of Britain have been working on an amazing range of equivalents to this adaptation, using an infinite variety of international ingredients and cooking styles.

Founded as a means of encouraging cultural exchange and promoting Japanese food and culture, the competition is fun, educational, open to all ages, and offers the chance to win great prizes including flights to Japan. It is held annually (this will be the 3rd) and has involved celebrity chefs, is supported by Japanese government bodies and major corporations, has been covered by major UK and Japanese newspapers and magazines, and has appeared on television in Europe and Japan.

The competition has just opened and we would greatly appreciate your helping to promote this opportunity by featuring the competition in your publication. Please take the time to have a look at the attached material and let us know if you require further information (contact details on following page).

Yours truly,

Takashi 高橋 隆子

Yukiko Takahashi (Ms) / Sonoe Sugawara (Ms)  
The Original Sushi Competition

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## ***Competition Rules***

You may use any ingredients you like as long as you include vinegared sushi rice. Judging is based on taste, presentation and originality.

## ***Application Procedure***

See web site ([www.sushi-competition.com](http://www.sushi-competition.com)) for entry details (including how to enter via e-mail) and application form, or send a drawing or photo of your dish(es), together with a full written recipe, the name of your dish and your contact details to: The Original Sushi Competition, c/o Cross Media Ltd, Ground Floor, 66 Wells Street, London W1T 3PY or Fax 020-7436-1930.

## ***Competition Objectives***

To create new 'British Sushi' dishes and promote Japanese food in Britain  
To encourage cultural exchange between people living in the UK and Japanese  
To promote, and educate about, Japanese culture through sushi  
To encourage the public to be more conscious of international cuisines

## ***Competition Schedule***

The competition recently opened to applications and will close on March 10, 2004. Related Events will take place in various UK locations during February and March 2004 (see below). Judging and competition's Final Event will be held in London on 27th April 2004 at Central London's Matsuri High Holborn restaurant.

## ***Related Events***

These events will be held to educate in a friendly and relaxed manner and to encourage competition entries and will feature demonstrations by an All Japan Sushi Association master chef. Locations: the Zilli restaurants; primary school; cookery school and Japanese restaurants.



Aldo Zilli is delighted to be involved with the Original Sushi Competition

## **For further information and enquiries**

Yukiko Takahashi or Sonoe Sugawara / The Original Sushi Competition Committee  
C/O Cross Media Ltd. Ground Floor, 66 Wells St. London W1T 3PY  
Tel: 020 7436 1960 Fax: 020 7436 1930 Email: [info@sushi-competition.com](mailto:info@sushi-competition.com)  
[www.sushi-competition.com](http://www.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

EMBASSY OF JAPAN

**JETRO** London  
Japan External Trade Organization



**MIYAZAKI**  
Prefectural Government

## **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



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