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# The Original Sushi Competition 2004

An International Exchange of Food & Culture

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March 1, 2004

## Press Release

### **The Original Sushi Competition 2004's 'Related Events' 23rd February - 1st March 2004**

The Original Sushi Competition is an annual recipe competition held to raise awareness in the UK of sushi and Japanese food-culture, while generating exciting new food fusions (the competition is now open, to people of all ages living in the UK, and closes 10th March 2004. See [www.sushi-competition.com](http://www.sushi-competition.com) for more details). During the build up to the competition's final event (27th April '04), a range of Related Events featuring demonstrations and workshops with two Japanese Sushi Master Chefs (see profiles) are being held in schools, colleges and restaurants in order to encourage entries and raise awareness of sushi.

#### **Aldo Zilli's Collaboration with the Original Sushi Competition 2004**

Zilli Fish Too (London)

Monday, 23 February, '04 12:00-15:00

8-18 Wild Street, Corner of Great Queen Street, London WC2

This event marks the beginning of a series of events which encourage entries and raise awareness of sushi in the UK. Subsequent events are held at Moshi Moshi Sushi in Liverpool Street, Christ Church CE Junior School in Ealing and Thomas Danby College in Leeds (see following pages for further information).

Sushi is generally only served in Japanese restaurants and although it is popular it is still avoided by some people who are unfamiliar with it. However, we have discovered that sushi can be adapted to be enjoyed alongside many other cuisines. In this event, the competition tries to remove the barrier between Japanese and other cuisines and 'internationalize' sushi. Aldo Zilli, award-winning Italian celebrity chef/restaurateur, has accepted the competition's challenge and has collaborated with it to make Italian sushi starter dishes that will appear on the menu of Zilli Fish Too during its Japanese Week.

Aldo Zilli will demonstrate some of his creations above at the launch party. He has also challenged three professional sushi chefs (see profiles in the following pages) to do the same and their creations were demonstrated after Aldo's.

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In 2003 the competition visited Le Corden Bleu London (Culinary Institute), two primary schools and Moshi Moshi Sushi restaurant in Brighton. These events were hugely successful, resulting in many entries from attendees and receiving coverage in many forms of media including the Financial Times. This year the competition stages events at three further locations, each with a different aim as follows;

## **Moshi Moshi Sushi Liverpool Street (London)**

Wednesday, 25 February '04 18:00-20:00

24 Upper Level, Broadgate, London EC2M 7QH

Many people in London often or occasionally eat sushi, in sushi restaurants or from take-away sushi chains and supermarkets, but how many have actually made sushi? In this event, Moshi Moshi Sushi taught people from London's City's business community how to make sushi in a fun 'City Sushi' contest facilitated by sushi Master Chefs

## **Christ Church CE Junior School (London)**

Thursday, 26 February '04 14:00-15:30

New Broadway, Ealing, London W5 2XA

The competition has so far visited three primary schools in order to give children the chance to appreciate sushi and its culture. In this event, children were taught about sushi and its background and tried their hands at making it in a mini contest. This event was supported by Henry Harris (of Racine restaurant), Silla Bjerrum (of Feng Sushi restaurant) and the sushi Master chefs.

## **Thomas Danby College (Leeds)**

Monday, 1 March '04 (1) 9:30-11:30 (2) 14:00-16:30

Roundhay Road, Leeds LS7 3BG

Sushi is well known in London but it is still unfamiliar outside the Capital. For this event, the competition will travel to Leeds and offer people there a chance to appreciate sushi.

(1) In the morning, local children will gather and be taught about sushi and try making it.

(2) Later, sushi Master chefs will give a lecture to catering students and professionals from the food industry on sushi skills, attitude, hygienic etc.

## **For further information and enquiries, please contact:**

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