

SUSHI MASTERS

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SUSHIMASTERS LAUNCHES THIRD YEAR WITH REGIONAL EVENTS The California Rice Commission seeks entries for a new year of competitions

SACRAMENTO, CA – The entry period for the 2007 SushiMasters Regional Events is now open to qualified professional chefs who currently own or work in restaurants located in California. Events are being planned for San Francisco, Los Angeles and Sacramento, and all chefs wishing to compete in the 2008 SushiMasters Finals must qualify through one of the Regional Events. Overall winners in each region will continue on to the 2008 SushiMasters Finals in Sacramento, in June 2008. For entry information, go to www.sushimasters.com/competition.htm.

If selected, chefs first compete locally. Chefs who qualify for the Regional Events will compete in the Morikomi and Signature Roll categories, as well as for the overall 2007 SushiMaster – Best of Show for that region. Only the overall winner in each region will qualify to move on to the statewide championship. Chefs competing at the state level next year will compete for up to \$5,000 in award money, trophies and the opportunity to showcase their restaurants and winning recipes.

New this year, the “California Rice Recipe Contest.” Entrants will create a unique Asian-inspired recipe using California rice. This recipe can be a main course recipe or an essential side dish to an Asian or inspired entrée. Flavor, simplicity, and presentation of this recipe are also essential to today’s busy mainstream and fusion-style establishments. Completed recipes will be submitted with the regional entry.

The first 2007 SushiMasters Regional event is scheduled for Sunday, April 1 in San Francisco. As part of the Japanese Restaurant Association of Northern California’s Sushi & Beyond at the Miyako Hotel, SushiMasters joins an event that features the Bay Area’s best Japanese and Asian restaurants, fine wine and sake tasting, a sushi demonstration and live entertainment. More than 400 Bay Area restaurateurs, caterers, distributors, cultural, business and civic leaders are expected to attend and participate in the breathtaking display of Japanese culture and cuisine. A select group of regional restaurants will showcase some of their most popular and inventive dishes, including Ana Mandara, Chef Chu’s Restaurant, Roy’s Hawaiian Fusion, Ozumo, Hime, Chaya Brasserie and Sushi Ran, the recent recipient of a prestigious Michelin Star. For ticket and event information go to www.usajapan.org.

Dates for Los Angeles and Sacramento events will be announced as scheduled.

The California Rice Commission represents all of the rice growers and handlers who farm and process high-quality, premium medium grain japonica rice – the variety of rice found in every piece of sushi served in the U.S. today.

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