

SUSHIMASTERS

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SUSHIMASTERS SUCCESSFULLY LAUNCHES YEAR THREE WITH SAN FRANCISCO REGIONAL EVENT

Bay Area chefs earn the first of six finalist slots in the 2008 SushiMasters Finals

SAN FRANCISCO, CA – The first two finalists for the 2008 SushiMasters Finals were crowned in San Francisco last night. San Francisco sushi chefs Tomoharu Nakamura of Sanraku Four Seasons and Akifusa Tonai of Kyo-ya Restaurant bested four other chefs by compiling the highest overall scores for the competition, earning the “Best of Show – SushiMaster” titles and moving on to the statewide competition in June 2008.

In the first competition of 2007, the list of finalists included chefs representing some of the Bay Area’s most regarded sushi and Japanese fusion restaurants. The 45-minute competition required each chef to prepare two dishes – a traditional Morikomi plate and a signature roll. The signature roll is a special maki roll best displaying each chef’s personal style. Dishes were judged for taste, presentation and overall execution, with awards given in each category.

In just two years, the California Rice Commission has expanded its popular SushiMasters competition from a single, annual event to a two-year competition series featuring regional competitions in major California cities throughout 2007 with the winners of each moving on to the 2008 SushiMasters Finals, scheduled for June 2008 in Sacramento.

Additional events are planned for Los Angeles and Sacramento, and all chefs wishing to compete in the 2008 SushiMasters Finals must qualify through one of the regional events. Dates for Los Angeles and Sacramento events will be announced as scheduled.

The entry period for the 2007 SushiMasters Regional Events is now open. Qualified professional chefs who currently own or work in restaurants located in California are eligible to apply. Overall winners in each region will continue on to the 2008 SushiMasters Finals in Sacramento, scheduled for June 2008. For entry information, go to www.sushimasters.com/competition.htm.

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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