

SUSHI MASTERS

MEDIA ADVISORY

WHAT: Sushi chefs face off on the road to being crowned the 2008 SushiMaster.

Experience the best in competitive sushi-making at the SushiMasters Sacramento Regional Competition on Tuesday, September 18, 2007. Watch the fast-paced action and cheer for your favorite chef as six of the Sacramento region's top sushi chefs face off Iron Chef-style for two coveted spots in the state wide final competition. The SushiMasters Finals take place in Sacramento in June 2008.

In addition to the competition, sample a spectacular evening of Japanese culture and cuisine, featuring food from the best Japanese and Asian restaurants. Enjoy a traditional Sake barrel breaking ceremony, along with Sake tasting and the pounding beats of Taiko drumming.

This energetic event is brought to you by the California Rice Commission and the Sacramento Asian Pacific Chamber of Commerce. It takes place in Sacramento to highlight Sacramento's unique place as the heart of the California rice industry – over 95 percent of California's rice is grown within 100 miles of the State Capital and California rice is used in every piece of sushi in the United States.

For more information, visit www.sushimasters.com.

WHO: Sushi lovers, chefs, and fans of Japanese culture and food.

WHEN: Members of the media are invited to join the California Rice Commission and the Sacramento Asian Pacific Chamber of Commerce on Tuesday, September 18, 2007, from 5:30pm – 8:00pm.

WHERE: The Sacramento Asian Sports Foundation
High Tech Court
Elk Grove, CA 95758
www.sasfquest.org

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