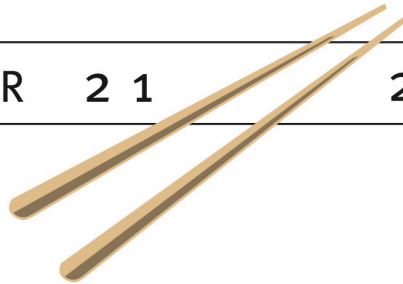


SUSHI MASTERS

S E P T E M B E R 2 1 2 0 0 5



SUSHI AND CALIFORNIA RICE

- The first Edomae-sushi bar in the United States opened in the Little Tokyo neighborhood of Los Angeles in 1966.
- At Tokyo Kaikan, Sushi Chef Ichiro Mashita invented the first specialty roll in sushi cuisine – widely known today as the “California roll.”
- The California roll is the best-known example of *uramaki*, which is just beginning to find its way across the Pacific to Japan.
- Rolled with rice on the outside, *uramaki* sushi was first created to hide *nori* in sushi rolls for early American patrons who were queasy about eating seaweed.
- The primary ingredient in all sushi is vinegared rice. Fish is *sashimi*. Vinegared rice wrapped in *sashimi* is called sushi, but the term sushi refers directly to the rice.
- An apprentice sushi chef can spend up to two years learning how to make sushi rice.
- California rice is used in every piece of sushi consumed in the United States.
- Over 95 percent of the rice varieties grown in California since 1964 are premium medium and short grain – the sushi rice of choice in the United States.
- Leaving food at the end of a meal is considered impolite, especially rice. Always finish rice at the end of a meal!