

# SUSHI GUIDEBOOK



Welcome To SUSHI-PARADISE "MIYAGI"



# “Omotenashi” Hospitality with cordiality

## —SU SHI PARADISE MIYAGI

**Sushi of the consistency which tastes a kingdom of the ingredients "Miyagi" by a bite**

Representative of Japanese cuisine, the epicurean food, “Sushi”. Japanese traditional sushi is created using “Neta” (ingredients, mainly fish), “Shari” (vinegared rice) and the expert skills and mastery of sushi chefs. The sushi served in Miyagi prefecture is particularly outstanding in quality and taste. The key factor is the rich natural environment, which is why Miyagi is known as the food kingdom.

The Kuroshio sea current moving northwards along the east coast of the Japanese islands converges with the Oyashio current moving south. The two meet in the sea off Miyagi prefecture, creating fisheries that produce a great variety of fish. Miyagi is also the only prefecture which has 3 large specific category fishing ports called “Tokusan”(please see below for details)out of 13 in Japan. Furthermore, Brilliant white rice must be

mentioned. Miyagi is the birth place of the “Sasanishiki” and “Hitomebore”rice brands, that have both established reputations for delicious rice.

Super fresh fish, delicious rice and the wonderful skills



of sushi chefs from Miyagi, whose knowledge of local ingredients bring perfection to Miyagi sushi. This is the reason why sushi from Miyagi is so exceptionally good.

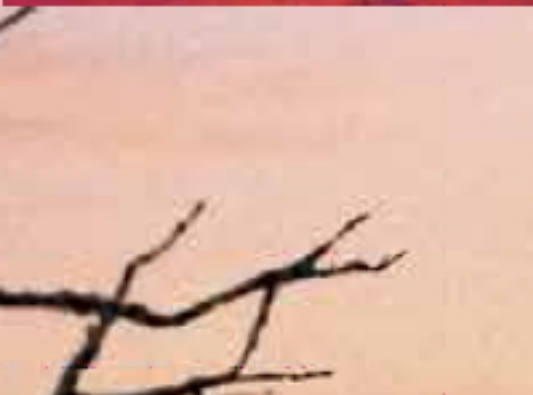


**A deep shade of black is essential. Nori seaweed and delicious soy sauce from Miyagi**

Nori dried seaweed sheets from Miyagi, called “Michinoku Kanryu Nori”, are cultured in the beautiful calm sea of Sendai bay. Miyagi prefecture is the northern most area in Japan for nori seaweed culture. The seaweed is peculiar due to its deep black color and firmness which makes it a very important item for making Nori-maki (sushi rolled in nori) or Gunkan-maki (rice wrapped with nori and the ingredients placed on the top).

Additionally, soy sauce is also the essential seasoning for sushi. It is the representative seasoning of Japanese food culture, and is now appreciated worldwide. In the world of sushi, it is called “Murasaki”(purple)because of the transparent beautiful color, and is an important condiment to enhance the sushi’s flavor. The soy sauce made in Miyagi prefecture is of an excellent quality and made with great care. It is also a must seasoning for Miyagi’s true specialty dish, “Sendai Zuke-don”

The sushi industry and various kinds of sushi ingredients suffered damage from the Great East Japan Earthquake, however, with much domestic and international support, and great effort from disaster victims themselves, we are steadily advancing in recovery.



All ingredients at the affiliated restaurants of the Miyagi Sushi Association are tested and can be enjoyed with a sense of safety.

# The reason why Miyagi has an abundance of seafood

## We have a blessed environment in Miyagi.

There are about 3000 fishing ports in Japan, of which, the ports specifically designated by government ordinance for fisheries processing promotion, are called "Tokutei Daisanshu Gyoko" or "Tokusan". Tokusan fishing ports are placed in 13 locations around Japan, which is 0.5% of all the fishing ports in Japan, yet these produce around 30% of the total Japanese fishery yield. Miyagi prefecture has 3 of these Tokusan fishing ports out of 13, therefore, Miyagi prefecture is the richest source of fish.

### Categories of fishing ports in Japan

- **Category 1 fishing ports** : ports for local area fishing
- **Category 2 fishing ports** : ports for fishing a wider area than category 1 but not belonging to category 3
- **Category 3 fishing ports**: ports for fishing the nationwide area
- **Category 4 fishing ports**: ports for fishing around remote islands or other far-off places and which are also needed especially for the development of fishing grounds or for evacuation purposes.
- **Specific Category 3 fishing ports(Tokusan)** : ports specifically designated by government ordinance for fisheries processing promotion.



**Miyagi Pref :** Kesennuma fishing port, Ishinomaki fishing port, Shiogama fishing port

Aomori Pref : Hachinohe fishing port	Shimane Pref : Hamada fishing port
Chiba Pref : Choshi fishing port	Yamaguchi Pref : Shimonoseki fishing port
Kanagawa Pref : Misaki fishing port	Fukuoka Pref : Hakata fishing port
Shizuokawa Pref : Yaizu fishing port	Nagasaki Pref : Nagasaki fishing port
Tottori Pref : Sakai fishing port	Kagoshima Pref. : Makurazaki fishing port

Using this fish rich environment, Miyagi Sushi Association makes every effort to be a safe, secure and delicious "Sushi Kingdom".



Kesennuma fishing port



Sendai center wholesale market



## Miyagi's true specialty dish *Sendai Zuke-don*

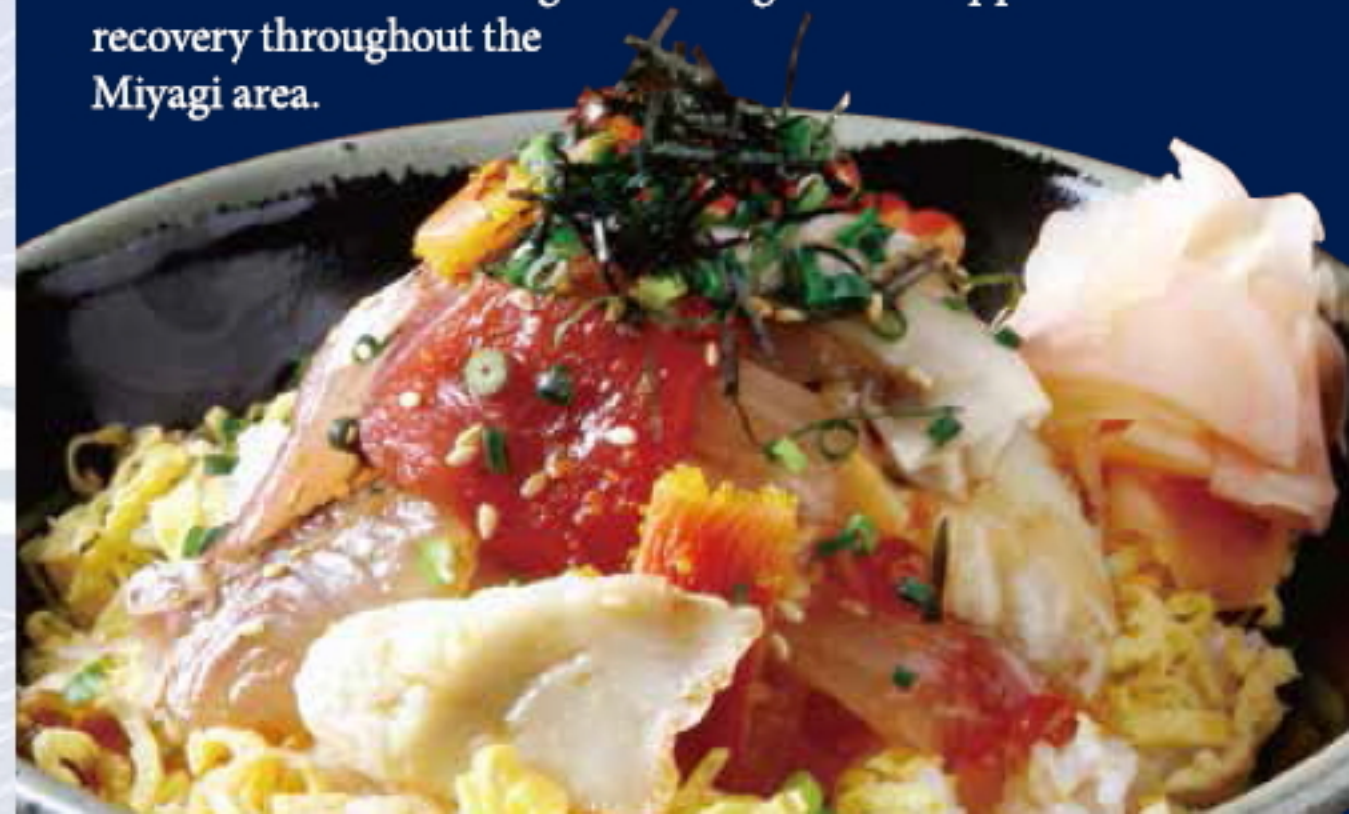
The excellent dish made with Miyagi's recovery in mind

Dr. Kazuo Hokkirigawa from the school of engineering of Tohoku University pondered whether he could invent a tasty rice bowl dish using fresh fish from Miyagi, while he was travelling on business throughout Japan. After much repetition, trial and error, the Kaisen-don (a bowl of rice topped with sashimi) was born and became a routine meal for the Hokkirigawa family.

One day he and Sendai city officials were having casual conversation, and came to the conclusion that Miyagi prefecture can offer great fish and rice which can be introduced to the world. Only sushi chefs in Miyagi have skills to provide these as original Sendai dishes. Then commercializing this new Sendai specialty dish was placed in the hands of the sushi chefs. They accomplished the project of Sendai Zuke-don by making the most of Miyagi ingredients, and in July 2009 the dish started being served in 12 restaurants in Sendai city. Each restaurant had their own original ingredients, sauce and presentation. Sendai Zuke-don grew a reputation and had acquired a following.

Around this time, on March 11, 2011, the Great East Japan Earthquake struck Miyagi prefecture. The sea and land of Miyagi which provides an abundance of wonderful food encountered serious damage.

Since then, Sendai Zuke-don has become a true specialty dish for Miyagi, appearing on the menus of approximately 124 sushi participating restaurants in Miyagi prefecture, and it has been served with great thought and support for the recovery throughout the Miyagi area.



# Variety of sushi and how to order



Nigiri



Inari



Gunkan

The sushi has various kinds.



Norimaki



Chirashi



Okimari

Set menu for sushi. There are three standard set menus. The first grade called "Matsu" or "Jyo", the second called "Take" or "Chu" and the third called "Ume" or "Nami".

Omakase

Omakase means to ask the restaurants to serve their recommended ingredients. The ingredients are often delicacies of the season or rare ones.



Okonomi

Okonomi means that customer can order their own choices. It may be fun to build up your own course of sushi!



## How to eat sushi correctly

Do you know the correct way to eat sushi? The following is the correct way to eat sushi. The sushi has to be turned so that the ingredients on top of the rice can be dipped lightly in the soy sauce, and eaten keeping the ingredient facing down. Remember the beautiful manner is to eat, tasting all of the fish flavor while keeping the shape of the rice.

### Eat Sushi using your fingers



#### Pick up with three fingers

Pick up the rice and ingredient using thumb, index finger and middle finger.



#### Lay it on its side

Lay it on its side holding it



#### Lightly dip the ingredient in the soy sauce

Supporting the ingredient with thumb, dip in the soy sauce lightly and eat with the ingredients facing down

### Eat Sushi using chopsticks



#### Hold rice with your chopsticks

Pick up the Sushi lightly so that the rice doesn't become miss-hapen



#### Lay on its side

Lay on its side and pick up the rice and ingredient together



#### Lightly dip the ingredient in the soy sauce

Dip the ingredient in soy sauce turning it so as to eat it with the ingredient facing down

👁️ Please give it a try 🍣

Please enjoy the delicacy of our fresh seafood

# Recommended sushi from Miyagi

サバ		ホタテ貝	
	Mackerel		Scallop
大トロ		中トロ	
	Most Fatty tuna		Med Fatty tuna
つぶ貝		アジ	
	Shell called tsubu		Horse mackerel
赤身		ヒラメ	
	Tuna		Sole
イカ		タコ	
	Squid		Octopus
うに		たい	
	Sea urchin		Sea bream
しんこ		むしエビ	
	Small-sized gizzard shad		Steamed shrimp
ぼたんエビ		アワビ	
	Button shrimp		Abalone
とびこ		玉子	
	Flying fish roe		Cooked egg
カニ		いくら	
	Crab		Salmon roe
カレイ		アナゴ	
	Flatfish		Sea eel
甘エビ		サケ	
	Sweet Shrimp		Salmon
ホッキ貝		赤貝	
	Surf clam		Ark shell

Kesen-  
numa  
Branch

Having survived the earthquake disaster, the beginning of the recovery of our old hometown



The store appearance

“The Tsunami wave came up as high as ceiling of second floor of my restaurant, and the ground floor was completely flooded.” The building of the restaurant and home of “Yu-zushi” near a fish market was destroyed by the tsunami waves. Mr. Masayuki Kato, the owner of Yuzushi, had to decide to leave Kesennuma with his family, searching for a new home and work. Kyoto welcomed them, and they spent 10 months in refuge. In April, 2012 he returned to Kesennuma and started preparing for the reconstruction of his restaurant. He also joined the group started with members of the Miyagi Sushi Association called “Nagasare Sushi Nigiriyashu”. He attended public events throughout Japan and kept serving sushi as the voice of the disaster area. Finally, in May, 2014 he reopened a long-planned new restaurant in Kesennuma.

In October, he participated in a project as a host restaurant allowing tourists the experience of being a sushi chef. He gave the participants experience from stocking fish to making sushi, comparing their sushi with Mr. Kato’s at the end of the experience. Mr. Kato says “I hope they have had fun and enjoyed the most of Kesennuma”. He would like to continue showing the charm of Kesennuma and hopes many people will visit Kesennuma.



Kesennuma bay and city



Master Masayuki Kato

## Yu-zushi

32-14 Akaiwaisikabuto, Kesennuma  
TEL.0226-22-2263 Closed on Sunday,  
Lunch 11:30~14:00, Dinner 17:00~21:00

Watari  
Branch

The restaurant that came back to life with the “Noren” (a short curtain hung at the entrance of stores or restaurants) that survived the disaster.

“Hama-zushi” a well-reputed restaurant with local specialties, such as Harako-meshi (a bowl of rice topped with salmon and salmon roe), and Hokki-meshi (rice cooked with surf clams), had its sushi restaurant right in front of Arahama port before the earthquake and tsunami disaster.

On that day, the restaurant of Mr. Masashi Ota was hit by severe shaking when he was preparing their meals. He and his wife Sawako evacuated along with his employees to a nearby elementary school. Mr. Ota, as a member of the local volunteer fire service, enforced evacuation guidance while big aftershocks were still taking place. Suddenly, the town was swallowed by huge tsunami waves and his restaurant and home were washed away. It took three days until the flood water had subsided, and he could see his family again. The restaurant site was left with nothing but a “Noren” lying on the building’s foundation, as if it were some kind of sign of support for the restaurant’s rebirth.

Facing various problems, such as a site for rebuilding and lack of ingredients, the restaurant managed to restart in a new location in April 19, 2012. It is now as busy as before the disaster, with many traveling far to eat there. He wishes for the areas revitalization strongly and said, “We would like many more people to eat our fresh dishes which are of the same quality as before the earthquake disaster.”



Tori-no-umi



Master Masashi Ota and his wife



In the store with a modern atmosphere

## Torinoumi Hama-zushi

18-2 Okumatazawa aza hayakawa, Watari-cho  
TEL.0223-34-3101 Closed on Tuesday  
Lunch 11:00~15:00, Dinner 17:00~21:00

# Flooded area after tsunami waves of the 3.11 Great East Japan Earthquake



This is a map of the area flooded by the tsunami after the Great East Japan Earthquake in Miyagi prefecture. Many restaurants of our members suffered tsunami damage. However, we are strongly rising up from the disaster and providing you with more delicious Sushi than ever.

 Flooding area



Surging tsunami waves (Kesennuma City)



Post-quake situation (Yamamoto Town)

## Coastal area association list

Kesennuma Branch	
Yuu-Zushi	0226-22-2263
Taihei	0226-23-6250
Isshin	0226-23-3722
Fukusuke	0226-24-1834
Sushi-Endo	0226-42-3351
Tomoe	0226-22-8616
Sushitomo	0226-24-9220
Shintomi	0226-23-7475
Kaga-Zushi	0226-27-2431
Aoba	0226-46-5126
Wazen	0226-24-5195
Marusan	0226-32-3730
Yuu-Zushi Taya	0226-22-3144
Taniguchi	0226-21-3038
Wakaba	0226-32-3610

Kuukai	0226-46-5162
Ishinomaki Branch	
Gingyokusui	0225-93-2263
Janome	0225-22-6676
Hourai	0225-22-1258
Sushi-Yuu	0225-93-1626
Oomoriya	0225-22-4117
Fuki-Zushi	0225-96-8502
Sekitei	0225-93-8111
Minato	0225-94-0728
Kikkou	0225-95-0225
Umekawa	0225-96-5940
Ippachi	0225-94-1800
Sushi-Yoshi	0225-95-4626
Take-Zushi	0225-22-4414
Kameki	0225-22-4144

Kaname	0225-95-5115
Takara	0225-95-8920
Sakae	0225-22-6651
Sasa-Zushi	0225-96-4790
Sushi-Kou	0225-93-3519
Yachiyo	0225-82-3179
Sushi-Masa	0225-82-6907
Kogane	0225-45-2104
Shiogama Branch	
Kameki	022-362-2055
Marucho	022-362-3637
Sushitetsu	022-362-3261
Dai-Zushi	022-362-4377
Fujimatsu	022-362-1765
Ichimori	022-362-0236
Misago(Shiogama)	022-365-5173
Sushi-Sen	022-364-6938
Yoshino	022-362-8661
Ooiri	022-366-2721
Sushi-Toku	022-364-3245
Daikoku	022-367-6396
Fuku-Zushi	022-367-3431
Shirahata	022-364-2221
Tagajo-Kameki	022-368-6023
Joushin	022-368-1850
Ichimatsu	022-365-5333
Fuji-Zushi	022-365-8496
Kojima	022-362-0813
Daiigo	022-365-9060

Sushi-Yoshi	022-364-4866
Yamashige	022-362-2569
Tooyama	022-366-4715
Misago(Shichigahama)	022-357-5269
Matsu-Zushi	022-354-4363
Sushi-Kou	022-354-3390
Natori Branch	
Moriya	022-384-5792
Hinode	022-382-3264
Sushi-Kin	022-384-1633
Konomi	022-384-5012
Suehiro	022-384-8388
Kama-Zushi	022-382-5522
Wakakusa	022-784-3523
Iwanuma Branch	
Kiku-Zushi	0223-22-2459
Okuni	0223-22-2864
Tomi-Zushi	0223-22-2834
Daruma	0223-24-1881
Tasuke	0223-24-4491
Tarakuchaya	0223-22-2224
Takarajima	0223-25-5123
Watari Branch	
Hama-zushi	0223-34-3101
Watari Arahama	022-263-0840
Yokarou	0223-34-1416
Matsu-zushi	0223-34-2002
Sushi-Take	0223-37-0334
Kinpachi	0223-38-1730



# YUBISASHI GUIDE

Please point the phrase that you would like to tell me.

## From a store (お店から)

### 受付にて

- 1 いらっしゃいませ  
Welcome.
- 2 何名様ですか?  
How many?
- 3 日本語は話せますか?  
Can you speak Japanese?
- 4 このガイドブックをどうぞ  
Please this guide book.
- 5 これを見て指で示してください  
Please point the sentences below.
- 6 テーブルとカウンターどちらが良いですか?  
Which would you prefer a table or counter seat?
- 7 禁煙席と喫煙席、どちらになさいますか?  
Smoking or non-smoking?

### テーブルにて

- 8 嫌いなものや食べられないものはありますか?  
Do you have anything you cannot eat or want to avoid?
- 9 お飲み物は何にしますか?  
Drink order please.  
Beer(ビール)/Sake(日本酒)/Japanese tea(お茶)
- 10 ご注文はお決まりですか?  
1. Order Please. 2. Can I take your order?
- 11 他にご注文はありますか?  
Anything else?
- 12 すみません。売り切れました  
Sorry, it's finished.
- 13 お皿をお下げしてよろしいですか?  
May I clear this for you?
- 14 お会計はレジでお願いいたします  
Please pay at the cashier.

### その他 / お会計時

- 15 お支払いはご一緒ですか?別ですか?  
Pay together? or separate?
- 16 現金とカードどちらになさいますか?  
Pay by cash? or card?
- 17 おつりです。  
Here is your change.
- 18 ありがとうございます。お気をつけて  
Thank you very much. Good-bye.

## From a customer (お客さまから)

### At the reception desk

- 1 日本語は話せません  
I cannot speak Japanese.
- 2 席はありますか  
Do you have any seats available?
- 3 テーブルにしてください  
A table seat, please.      カウンターにしてください  
A counter seat, please.
- 4 喫煙席  
Smoking table.      禁煙席  
Non-smoking table.
- 5 何分くらい待ちますか?  
How long is the wait?

### At the table

- 6 飲み物をお願いします  
テキストが入ります。  
Beer(ビール)/Sake(日本酒)/Japanese tea(お茶)
- 7 これと同じものをください  
I'll have that, too.
- 8 どんな料理ですか?  
What is this like?
- 9 食べられません  
I cannot eat it.
- 10 今のおすすめは何ですか?  
What do you recommend today?
- 11 今の美味しい魚は何ですか?  
What is a delicious fish this season?
- 12 わさびをください  
Wasabi, please.
- 13 ガリをください  
Pickled ginger, please.
- 14 このお寿司は何ですか?  
What is this Sushi?
- 15 これをもう1個ください  
Can I have another one of these, please?
- 16 もう十分です  
I am full now.

### Other / Payment

- 17 トイレはどこですか?  
Where's the rest room?
- 18 お会計をお願いします  
May I have a check, please?
- 19 領収書をください  
Can I have a receipt, please?



**MIYAGI SUSHI ASSOCIATION**

<http://www.miyagi-sushi.com>