



Of Note to Media

- Most complete book on how to make sushi at home
- More than twice as many step-by-step photos as any competitor
- Book offers all instructions and details required to make sushi at home
- Sushi will be fresh and you will know exactly what is in it
- More than 500 color step-by-step photos
- Wire-o binding for lay flat use
- Sushi expert, knife expert

Book Summary

This is a complete guide of Sushi, Sashimi, and Maki/Rolls, with step-by-step instructions and photos. Including tips and variations on techniques and recipes. Everything a home cook would need to successfully make a sushi meal at home. This includes everything from buying fish to sushi/ sashimi ingredients, to making sushi rice. It's organized in a flow of how you would learn about sushi to preparing and making the finished product.

How this book differs

Jeffrey: This book is designed to be a complete education to lay the foundation of what you need to know to make all styles of sushi and sashimi. All people have different learning style, so we try to provide verbal and visual clues with both photos and graphics.

Robby: This is the first book to have comprehensive step-by-step instruction including photos. It also will offer Tips and Variations for recipes and techniques.

Audience for book

Jeffrey: Anyone who wants to start making sushi from the home cook to the professional who wants to add sushi to their repertoire.

Robby: Home cooks interested in creating an array of different types of sushi, sashimi, rolls, and other sushi inspired dishes.

Why is this book important

Jeffrey: It provides a solid foundation for someone to go on to master sushi with practice.

Robby: It offers techniques and recipes based on traditional style.

Key message

Jeffrey: With practice, anyone can make sushi.

Robby: Sushi should be fun and enjoyable. Once you have a basic knowledge of how its prepared with practice it will become much easier. Also preparation is key.



Discussion Points

Jeffrey:

- Sustainability
- Did you know that by law fish to be served raw in the US must be frozen first
- Hand rolls are an easy fun do it yourself party
- California rolls started as a way to mimic fatty tuna when it wasn't available
- In Japan rolls aren't as popular as they are outside of Japan. In Japan it's all about Nigiri
- Sashimi is not sushi! No rice, no sushi!
- Japanese rice is different from all other rice, you can't just use short grain rice
- Inside out rolls are rarely seen in Japan
- For best results use Japanese traditional knives

Robby:

- Preparation is KEY – 75% of making sushi is preparation (maybe more)
- Using your fingers to eat sushi is OK
- Store bought salmon should not be eat raw, unless from Japanese supermarket label for Sashimi
- Nori (seaweed) is a great source of minerals found in the ocean. And vinegar used in sushi rice is important in promoting cell metabolism
- Good quality sushi can be expensive due to imported fish and other ingredients
- Don't use too much soy sauce! This only masks the flavors of rice and fish. When dipping sushi, dip fish side not rice side
- Eating pickled ginger (Gari) in between bites of sushi will cleanse the palate. It also helps kill and bacteria
- Sushi chefs train for years to develop their skill