

PRESS PASSES & TASTING TICKETS available
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**HYPER
JAPAN**

EAT-JAPAN
www.eat-japan.com

Eat, Drink and Discover the Tastes of Japan

EAT-JAPAN



@ HYPER JAPAN Spring 2012

on 24-26th Feb 2012 at Earls Court Brompton Hall
www.hyperjapan.co.uk

Eat-Japan, a UK based media dedicated to Japanese food and drink, will hold three events at this year's spring HYPER JAPAN. The UK's biggest J-culture event will be held between Friday 24th and Sunday 26th February at Brompton Hall, Earls Court, London, sponsored by Kikkoman and S&B.

Eat-Japan @ HYPER JAPAN is where you can try, taste and discover the flavours, textures and diversity of Japanese cuisine. The three Eat-Japan events are the SUSHI AWARDS, SAKE AWARDS and TASTE DISCOVERY ZONE plus an Eat-Japan spin-off, the Original Sushi Competition.

It doesn't just end there. For those participating in the Eat-Japan events, a fantastic array of Japanese food and drink related prizes are on offer, such as Japanese electric home appliances, restaurant vouchers and much more. All the latest event and prize information can be found at the HYPER JAPAN website.

WHAT'S HAPPENING: EAT-JAPAN @ HYPER JAPAN

Event 1 (tickets available from £10)
SUSHI AWARDS 2012:
UK Sushi Roll Championship



The only sushi championship in the UK, where the selected five talented sushi chefs from leading restaurants will battle it out armed only with their ultimate sushi roll, created especially for HYPER JAPAN. The winner will be decided solely by the 1800 members of the public who will taste each sushi and vote for their favourite.

Event Spin-off (non ticketed event)
Original Sushi Competition 2012
Enter to win great prizes!

The competition will be back this year, taking place for the 7th time. This much loved sushi recipe competition will be open to all. Entrants must use their creativity to create a new kind of sushi to be in with a chance to win great prizes.

Event 2 (tickets available from £10)
SAKE AWARDS 2012:
Top Brewery Taste-Off



The first and biggest ever public sake tasting event in the UK, this exciting new event will give 1500 members of the general public the chance to taste seven of the best sake coming out of Japan. Designed for anyone who loves sake or just wants to find out that bit more, get an insight into the life of a sake sommelier!

Event 3 (reservation on the day)
Taste Discovery Zone: Hands-on Tastings,
Samplings and Demonstrations

This is the place you can eat, drink and discover new flavours. A series of 30 minute demonstrations and tastings will take place, led by a Japanese food expert and sake sommelier. The full programme of demonstrations and seminars will be published nearer to the event.

PLEASE SEE OVERLEAF FOR FURTHER DETAILS ON EACH EVENT.

For Eat-Japan event press, contact Yukiko Takahashi (Ms): press@eat-japan.com

For HYPER JAPAN press, contact Mary Moreton (Ms): press@hyperjapan.co.uk

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Tel: 020 7247 9388 Web: www.hyperjapan.co.uk www.eat-japan.com

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Event 1

SUSHI AWARDS 2012: UK Sushi Roll Championship

TICKETS: Early booking £10 (normal price £20)

Eat-Japan will bring 5 great sushi chefs together with their ultimate sushi creations and 1800 public ticket holders will taste the best sushi and vote for their favourites. The sushi with the most votes will be crowned Sushi of the Year. This year's nominated restaurants have been carefully selected based on their sushi ideas, and these best of the best sushi entries will be revealed online soon.



The Five Nominated Restaurants:

- **Matsuri St. James's: Nobuyuki Yamaguchi (Sushi Chef)** www.matsuri-restaurant.com
- **SO Restaurant: Tomokazu Matsuya (Head Sushi Chef)** www.sorestaurant.com
- **Tsunami: Kok Haw Lee (Sous Chef)** www.tsunamirestaurant.co.uk
- **Tsuru: Qiang Xia Zhi (Lead Sushi Chef)** www.tsuru-sushi.co.uk
- **Yashin: Masaki Nishioka (Sous Chef)** www.yashinsushi.com

TICKET INFORMATION

Serving date & time: When purchasing your ticket, please select from the dates & times listed below, when you wish to participate:

- Ⓐ Fri 24 February 15:00-19:00, Ⓑ Sat 25 February 11:00-13:00, Ⓒ Sat 25 February 16:00-19:00,
Ⓓ Sun 26 February 11:00-16:00

Price: Early ticket £10 (normal price £20)

Ticket availability: 1800 for 3 days

Ticket includes: Chance to taste each nominated restaurants' sushi (£10) & vote for your favourite. Combined ticket with HYPER JAPAN admission can also be purchased.

Ticket: www.hyperjapan.com

Event Spin-off

Original Sushi Competition 2012: Enter to win great prizes!

ENTRY CLOSING DATE: 30th APRIL

This sushi recipe competition was first run in 2002 to inspire a totally new British sushi tradition. For six years, the search for the ultimate British sushi- the California Roll of the UK - was carried out, with more than 600 original sushi recipes received each year. Now, ten years after its debut, it's back. The only stipulation is that, for the sushi to actually be sushi, the recipe must use sushi vinegared rice. You can learn how to make sushi vinegared rice and sushi from the online sushi-making guide 'SUSHI PERFECT' at www.eat-japan.com.



ENTER INFORMATION

How to enter: entrants need to send the following details to Eat-Japan. Entries can be made **online at www.eat-japan.com** or email osc2012@eat-japan.com.

Ⓐ Name, date of birth, occupation, email address and telephone number

Ⓑ Name of dish, full written recipe and a photo (print, illustration or jpg/pdf files)

Further info: www.eat-japan.com

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Event 2

SAKE AWARDS 2012: Top Brewery Taste-Off

TICKETS: Early booking £10 (normal price £20)

Brand new for 2012, the Eat-Japan Sake Awards is an exciting new event that gives the general public the chance to taste seven of the best sake coming out of Japan. The biggest Japanese sake tasting event ever held for the general public in the UK will see carefully selected samples from outstanding breweries served to 1500 ticket holders. Ticket holders can then evaluate each sake tasted, based on a set of unique perspectives, from general categories such as aroma, palate and food pairing, to more unusual ones including label & bottle design, naming sense, each sake's 'narrative', and which sake you'd most like to give as a gift to a loved one. Information will also be provided on each brewery, their sake production process, region, climate and food pairings. The feedback provided by ticket holders will not only decide the winners in each category, but also provide valuable insight into the modern British sake drinker, and the kind of sake he or she likes. With sake increasingly featuring on drink menus in Japanese restaurants and beyond, there's definitely a heightening interest regarding rice wine: this event will help break down remaining barriers and make sake an accessible drink for all.



TICKET INFORMATION

Serving date & time: When purchasing your ticket, please select from the dates & times listed below, when you wish to participate:

Ⓐ Fri 24 February 15:00-21:00, Ⓑ Sat 25 February 09:30-20:00, Ⓒ Sun 26 February 09:30-15:00

Price: Early ticket £10 (normal price £20)

Ticket availability: 1500 for 3 days

Ticket includes: Chance to taste each nominated sake (£10) & mark for your taste.

Combined ticket with HYPER JAPAN admission can also be purchased.

Ticket: www.hyperjapan.com

Event 3

Taste Discovery Zone: Hands-on Tastings, Samplings and Demonstrations

Places to be reserved on the day

The Eat-Japan area will also be a place where visitors can eat, drink and discover new flavours and dishes through interactive demonstrations. Each demonstration will be around 30 minutes long, led by a Japanese food expert, and finish with a chance for participants to try out the finished dish. Food demonstrations will be led by Japanese chef Atsuko Ikeda, who will showcase classic Japanese dishes and the techniques you need to know to recreate them in the home. Sake seminars will be taken by the Head Sommelier at Roka, Natsuki Kikuya, who is also curating the Sake Awards. An exciting opportunity to meet with inspiring and charismatic food and drink experts. The full programme of demonstrations and seminars will be published nearer to the event on www.hyperjapan.co.uk



CHANCE TO WIN GREAT PRIZES in EAT-JAPAN @ HYPER JAPAN

Eat-Japan @ HYPER JAPAN will also be collecting feedback from participants of three Eat-Japan events. Questionnaires will be distributed at the Sushi Awards, Sake Awards and the Taste Discovery Zone. Great prizes including meal vouchers from the Sushi Awards nominated restaurants will be awarded at random by lucky dip; only participants returning completed questionnaires can take part. Latest prize list will be shown online.



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HYPER JAPAN Spring 2012

HYPER JAPAN is the UK's biggest celebration of Japanese culture, cuisine and cool. It brings together diverse exhibitors, sellers, performers and fans to bring contemporary and traditional Japan to the heart of London. HYPER JAPAN was first held at The Old Truman Brewery in October 2010, attracting 13,000 visitors over three days. The next event, HYPER JAPAN 2011, was held in July 2011 in the larger venue of Olympia 2, and both exhibitor and visitor numbers doubled, the latter reaching 25,000.

HYPER JAPAN allows visitors to experience diverse elements of Japan's culture in a single venue: modern and street culture, cosplay (dressing up as characters from anime and manga), games, J-pop, J-comedy, technology and fashion. In 2012, HYPER JAPAN is expanding in size again, and features highlights such as: live performances from singer and actress Natsuko Aso, the UK preliminaries for the European Cosplay Gathering and World Cosplay Summit, and a film showcase from Third Window Films with Japanese director Miki Satoshi and actress Fuse Eri. The HYPER JAPAN stage will also host Japanese street fashion shows, live music performances, and talks and seminars on a wide range of Japanese culture, traditional and modern alike. Visitors will have the chance to try out brand new Japanese games, including Cardfight!! Vanguard from Bushiroad and a brilliant selection of Nintendo gaming soft and hardware, too.

HYPER JAPAN is a unique event that offers something for both the dedicated Japanophile and those not so familiar with Japanese or Asian culture. It's fun, colourful, diverse, and a great way to discover new and interesting trends in fashion, food and much more.

EVENT INFORMATION www.hyperjapan.co.uk www.eat-japan.com

Eat-Japan @ HYPER JAPAN Spring 2012

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HYPER JAPAN Spring 2012

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Supporters: Embassy of Japan in the UK, Japan External Trade Organization (JETRO), Japan National Tourism Organization (JNTO), The Association of Japanese Animations, Visual Industry Promotion Organization, The Foundation for Promotion of Music Industry and Culture

FOR PRESS PASS AND FURTHER INFORMATION

For Eat-Japan event press, contact Yukiko Takahashi (Ms): press@eat-japan.com

For HYPER JAPAN press, contact Mary Moreton (Ms): press@hyperjapan.co.uk

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