

## Sushi and More innovates with Temari and Temaki

***As a part of its 10th anniversary celebrations, Mumbai's most preferred Japanese take-out and delivery cloud kitchen – Sushi and More has introduced two scrumptious varieties of sushi's on its menu***

After earning its space in the hearts of Mumbaikars as the most popular Japanese take-away and delivery service, Sushi and More, fronted and run by Hakuei Kosato as a part of its on-going 10th anniversary celebrations, has introduced Temari Sushi and Temaki Sushi to their menu. These signature sushi's from Japan are being created in India for the first time and will be available in vegetarian and non-vegetarian varieties on the take-away and delivery cloud kitchen's lip-smacking menu. So many types of sushi, and such little time - we bet that's what you'd be thinking while ordering in from Sushi and More now.

The city's most popular take-away & delivery cloud kitchen, which has been one of the key flag bearers of Japanese cuisine in Mumbai for a decade now is sure to send your taste buds on a long and delicious trip to the land of the rising sun with its finest offerings. Temari Sushi has finally made its debut in India, in its classic, traditional avatar. This sushi has a colorful appearance and a unique burst of flavors especially when teamed with Kikkoman Soy Sauce. Temaki Sushi is handroll which is a quick and easy-to-eat snack, popular the world over with people on the go. While the Temari Sushi menu boasts of three vegetarian options – Pickled Radish, Eggplant and Avocado, and three non-vegetarian options – Crabmeat, Spicy Salmon, Salmon Avocado, the Temaki handroll is available in Asparagus Teriyaki and Prawns Teriyaki variations.

Talking about the brand's new additions to the menu, Hakuei Kosato, says, "While the regular maki rolls and nigiri have become popular in India, we wanted to offer something refreshing and novel for our 10<sup>th</sup> anniversary celebrations to all our patrons. Therefore, we developed these two variants which are now on our menu. Sushi and More has strived and become a pioneer of all-things sushi in India. Our team dedicatedly strives to deliver new preparations and develops innovative menus for our customers who have grown fond of our cuisine over a period of time. The idea is to provide healthy, nutritious, and tastefully prepared food items without compromising the quality of ingredients and sustainable packaging - the unmistakable marks of our brand.

Innovation and improvisation in the menu have brought us thus far and it will go a long way in helping us sustain and grow for us to continue to lead in India as the largest sushi business that delivers consistent quality at an affordable price, bringing happiness through sushi to over 100,000 customers every year."

Apart from the two varieties mentioned above, Sushi and More has been dishing out their signature sushis - Crunchy Avocado Roll, Teriyaki Tofu Roll, Prawn Avocado Roll, Tuna Mayo Roll and Double Salmon Roll for the last few months which have already added thousands of new patrons to brand's existing clientele in its 11th year running. In the last few months, founder Hakuei Kosato has been working on integrating the brand with a variety of innovative activities all over India to commemorate its first major milestone in India.

For the uninitiated, Hakuei Kosato, popularly known as Harry-san kicked off his business ventures in India back in 2007, with the intention of bringing Japan closer to India through food, art and culture. From seaweed to Japanese pickles to confectionery items and Sake, Harry-san test-marketed several products before launching India's first take-away Japanese food business, Sushi and More in Mumbai, back in 2011. In a decade, the business now operates Cloud Kitchens, Sushi Kiosks and Sushi pop-ups in three cities in India, including Mumbai.