



hub

FREE
COPY

issue 11
2022

Showtime

Melbourne
Brisbane
Adelaide

Prawn Stars

Kimono
the art and
tradition

Sushi Hub's
green
footprint



Pussyfooting around Japan

Sushi Hub
regional
scholarship

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About Sushi Hub

Sushi Hub is all about serving fresh, top quality sushi to its customers. To consistently ensure the best quality for its whole range, Sushi Hub predominantly sources its ingredients locally, with fresh ingredients delivered daily. This care and attention to detail all begins in the kitchen, where all Sushi Hub chefs undergo a minimum of twelve months training in the art of sushi making.

Sushi Hub knows that to give the best to its customers it has to have the most committed staff and retain them. It does this by endeavouring to provide both the best work environment and staff coaching programs. It encourages younger staff, with essential support and mentoring as they are seen to be central to the successful future of the business.

Passionate about its love of classic sushi, Sushi Hub has created an inspirational menu that is fresh and full of flavour that includes: Maki Roll, Sushi Box, Sashimi & Salad, Inari, Nigiri and Sushi Platters. The popular Sushi Hub signature dishes such as: Fresh Tasmanian Salmon Roll; Crispy Free Range Chicken Roll and Tuna Salad Roll appeal to the eyes as well as the palate. For sushi lovers who are looking for a low GI and high fibre option, brown rice alternatives are available on request at selected stores.



ようこそ Youkoso

“Time spent with cats is never wasted,” the famous Austrian psychologist Sigmund Freud once said. And nobody has such a fascination for our feline friends as the Japanese. From cat cafés, to cat stationmasters, from mystical cats and lucky waving cats, to dedicated cat islands and the iconic Hello Kitty, we examine Japan’s unique preoccupation.

Aussies just love their prawns! And as one of Sushi Hub’s most popular menu ingredients, especially with festive season feasting just around the corner, we thought it timely to shine the spotlight on these delicious crustaceans. We show how to make prawn *nigiri*, reveal their nutritional value and even visit Ballina’s 27 metre Big Prawn.

The *kimono* is the instantly recognisable national dress of Japan. Nothing says Japan like it. We take a peek under its many layers from its spectacular designs and various forms, to its enormous cultural value and traditions.

Since last decade, Sushi Hub has been committed to environmental sustainability, replacing single use plastic with recyclable and compostable alternatives. We give a quick snapshot of Sushi Hub’s “green” timeline that leads to the last of the PE plastic trays being replaced by paper trays in November 2022.

It’s been all the fun of the fair and raining cats and dogs for Sushi Hub these past few months. Take a look at how Sushi Hub has been all over this wide, brown land as part of the major agricultural shows in Brisbane, Adelaide and Melbourne.

As part of its 16th birthday celebrations this year, Sushi Hub is proud to support a regional scholarship that helps lighten the load for country university students. Meet this year’s scholarship holder.

またね Mata ne
See you.

The Hubster

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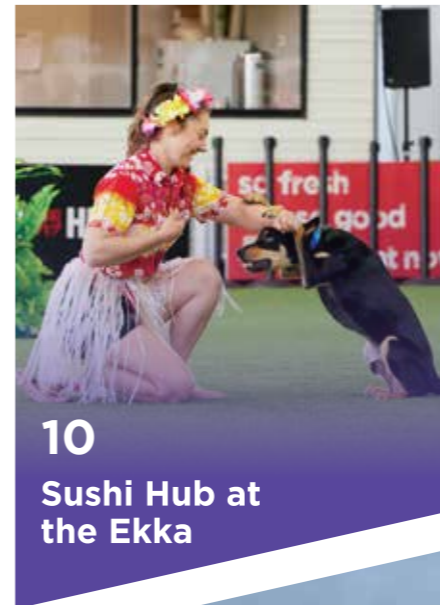
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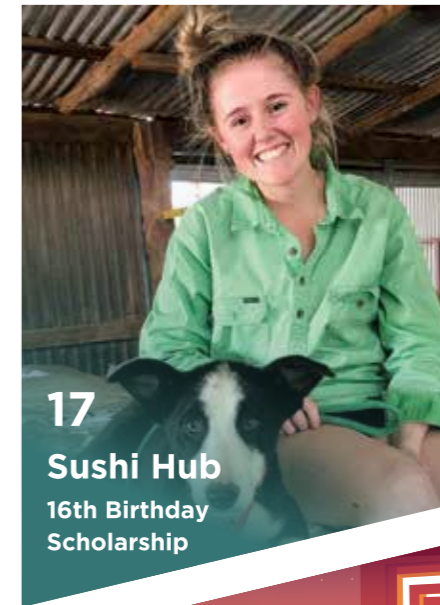
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prawn Stars

As a nation of 25.6 million people, Australians love their prawns. They eat around 15 million kilos of prawns a year with 40% of that consumed over Christmas. Japan with its 125.8 million population consumes more than 412 million kilos per annum.



Sushi Hub is doing its bit to help Aussies catchup. Prawns not only taste good but are nutritionally full of goodies. They are high in protein, similar to chicken or beef in the same quantity and they are low in calories, about half that of chicken. They are a good source of the B group of vitamins, including B12 and folate which are important in energy production and replenishing red blood cells. They are high in vitamin E and a useful source of important trace elements like, zinc, iodine and selenium. And they contain antioxidants, including astaxanthin, an anti-inflammatory that may reduce the risk of heart disease and cancer.

- Vitamin B12
- Vitamin E
- Zinc
- High in Protein



Tempura Prawn Maki Roll



Spicy Grilled Prawn Nigiri



Tempura Prawn Inside Out Roll



Grilled Prawn with Cheese Nigiri



SUSHI HUB
寿司ハブ

Ebi (prawn) is one of the most popular ingredients on Sushi Hub's menu. Fried as *tempura*, boiled and served on *nigiri* or cut up into small pieces and rolled into a *maki* roll, prawns are an integral part of Sushi Hub's delicious and healthy offerings.



Prawn & Avocado Inside Out Roll



Prawn Katsu Maki Roll

Prawn has been an Australian slang insult since the 1890s. Calling anyone a prawn means to call them a fool or an unimportant or disagreeable person. Calling someone a prawn can also infer that they have a nice body - but an ugly head. Then there is the raw prawn. Being raw makes them not just a fool but a naive fool. And from Australian military of WWII came the expression: "don't come the raw prawn with me", which means don't try and deceive or treat me like a fool or distort a situation.

Don't come the
raw prawn
with me





Preparing prawns for nigiri

How to prepare prawns for *nigiri*

When preparing prawns for *nigiri*, they are cooked first and then peeled and deveined. Before cooking the prawns in boiling water, insert a bamboo skewer carefully under and along the prawn's shell to straighten it. This way the prawn will easily rest flat on the rice after the skewer has been removed.

- 1 Bring a saucepan of water to the boil. Meanwhile fill a bowl with half ice and half cold water.
- 2 Place skewered prawns in the boiling water and boil for 2 to 3 minutes, until they are pink.
- 3 Using a slotted spoon to transfer the cooked prawns to the ice bath to cool.
- 4 Carefully remove skewers from the cooked prawns.
- 5 Take a prawn and hold it with the tail and legs facing up. Run your thumb from head to tail along the length of the prawn's underside to remove the legs.
- 6 Hold the prawn by the tail and peel off the head and shell leaving the tail intact.
- 7 Lie the prawn underside up on a cutting board with the tail facing away from you. Hold the head end and with the tip of a knife cut down from head to tail through the flesh, careful not to cut right through.
- 8 Scrape away the intestine with the tip of the knife.
- 9 Flip the prawn over and place on cutting board in readiness to assemble the *nigiri* (trimming or removing the tail is optional and a personal preference)



Prawn being skewered



The Big Prawn Ballina NSW

The Big Prawn in Ballina on the NSW north coast is one of Australia's best known "big things". This 27 metre prawn was designed to be 30,000 times the size of the real thing. It was commissioned as a tribute to the local prawning industry by the Mokany brothers. They were the same service station owners who were responsible for two other "Big things" in NSW: the Big Merino at Goulburn and the Big Oyster at Taree. Aussies just LOVE their prawns.

Prawn Facts

A group of prawns is called a school. Prawns can be either wild caught or farmed as part of an aquaculture system. Australian prawn farms do a Christmas harvest each year, with another special harvest around February-March in time for Easter. When prawns are born they are about one millimetre in size. They grow to the size of a grain of rice in three weeks and twice that size when about five weeks old. Prawns are short lived. In the wild they live for 14 -18 months and farmed prawns are harvested when they are five to seven months old.



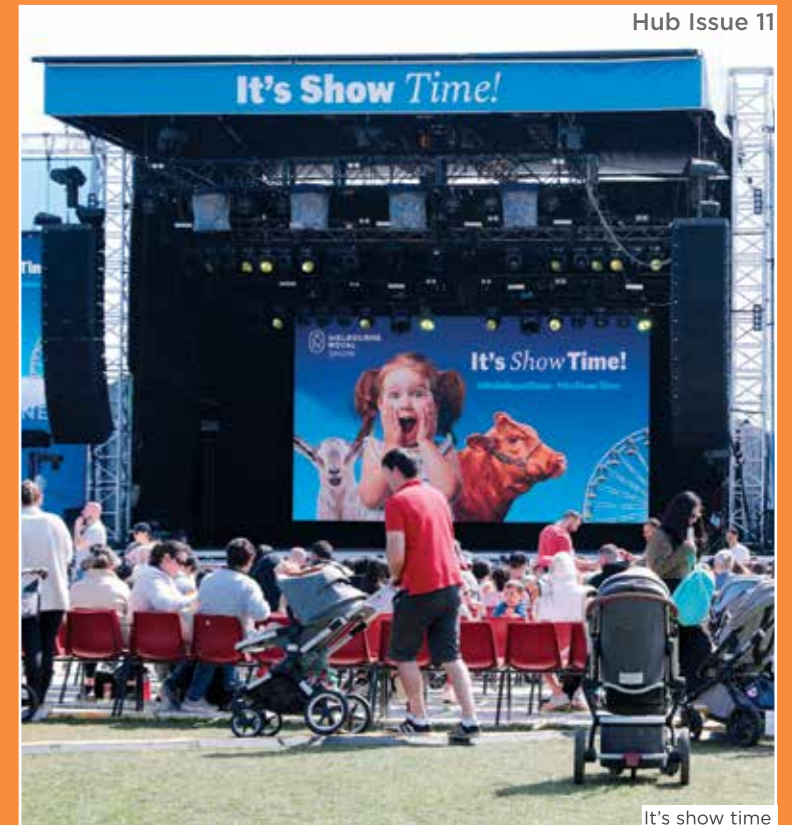
sushi hub *at the* Melbourne Royal Show

During Sushi Hub's 16th anniversary year, it celebrated a number of first-time partnerships/events. This year, for the first time, it has sponsored events at the Sydney Royal Easter Show, the Ekka in Brisbane, the Royal Adelaide Show and finished with the Melbourne Royal Show.

Following its sponsorships of various Dog and Cat shows and competitions at the first three Royal shows, Sushi Hub decided to bring to all visitors a mobile farmyard at the Melbourne Royal Show.



Sushi Hub photo moment



It's show time



Every day at the Show, Sushi Hub Farmyard presenter, Farmer Daryl provided educational talks and entertained children of all ages with his array of farm animals. This year there were over one hundred baby and adult animals including deer, pigs, goats, lambs, cows, chickens, ducks, alpacas and many more. Farmer Daryl invited kids to join all these animals during feeding time.

The Sushi Hub Farmyard brought a unique country experience and added fun and excitement to visitors. They walked away with new experiences, knowledge and of course, there were heaps of Sushi Hub giveaways to take home too.

And finally, Sushi Hub had two stores for the first time at a Royal show, one located in the newly created Graze area right next to the main Entertainment Arena and the other right inside the Show Bag Pavilion where record numbers from previous shows were broken. Over 100,000 pieces of sushi were sold in the 11 days.



Farmer Daryl and kids



It's all about kids



Sushi Hub *at the* ekka

Sushi Hub was proud to support the popular Dog and Cat Competitions at the Royal Queensland Show (Ekka) in Brisbane in August. More than 345,000 people attended the Ekka, with the Dog and Cat Pavilions proving enormously popular. It was Sushi Hub's first year as the competitions' major sponsor.



A stunning Dances with Dogs performance

Sushi Hub Cat Pavilion



Crowds learning about different breeds of cats

The Dog Competition is one of Ekka's largest contests with more than 170 breeds of dogs on show including the Japanese Shibu Inu and Akita. In the cat section, around 50 breeds of short and long-haired cats and kittens were displayed, with both competitions attracting more than 2,300 entries.

In the Sushi Hub Cat Precinct, the breed showcase was a highlight, where crowds learned about different cat breeds as well as having the opportunity to pat and interact with them.



Ready for the spotlight

Some of the highlights of the Dog Competition were the new Trick Dogs Competition, which saw clever dogs jump through hoops, agility tests where dogs were directed through an obstacle course and Dances with Dogs that featured dancing dogs.

The deserving winners of these, as well as Best in Breed and Grand Champion for both cats and dogs, were rewarded with Sushi Hub merchandise and meal vouchers.

Sushi Hub enjoyed putting smiles on hundreds of thousands faces throughout the Show through its close involvement with these fun and endearing competitions.

Sushi Hub Dog Pavilion



Prizes galore

Eyes on the prize

Leaping to new heights

Top dog

Photos from www.ingridmatschke.photography



Sushi Hub open for business

Sushi Hub feeds the Ekka

Its mobile store also kept Show patrons happy, selling more than 53,000 pieces of *sushi* with Grilled Salmon *Nigiri* and Crispy Chicken *Maki* Roll being the most popular menu items.



Grilled Salmon Nigiri



sushi hub *at the* Royal Adelaide Show

The Royal Adelaide Show finally returned this year after being cancelled for the last two years due to Covid.

In light of the recent passing of Queen Elizabeth II it is interesting to look at the "Royal" history of the show. In March 1954, Queen Elizabeth II, accompanied by her husband, the late Duke of Edinburgh, visited the Adelaide Showground for the South Australian Schools Display where she was greeted by 98,000 school children.

In March 1986, Her Majesty again visited the Showground to take in the beauty of the first Australian International Garden Festival.

This is the first year Sushi Hub was involved in providing healthy and delicious meal options for the 440,000 visitors who visited the Show. It was also the first time Sushi Hub participated as a presenting partner for both the popular Dog and Cat Shows.



Dog and Cat Shows

Photos from www.ingridmatschke.photography



Sushi Hub mobile store

Sushi Hub's eye catching mobile store was well received by customers who said how thrilled they were to see Sushi Hub at the Show offering healthy and non-greasy food. By the end of the Show Sushi Hub had sold more than 5,000 servings of the two roll and four roll combos, with both the Tuna Salad Avo Maki Roll and Grilled Salmon Nigiri continuing to gain strong popularity in Adelaide.



Tuna Salad Avo Maki Roll

nova Kate, Tim & Joel





kimono

always in *style*

kimono is the instantly recognisable national dress of Japan. Nothing says Japan like this spectacularly colourful and distinctive garment. It has enormous cultural value and a long tradition.



Colourful kimonos

A *kimono* is simply described as a buttonless, T-shaped robe that has a rectangular body, square sleeves and constructed in a specific way from a long narrow bolt of fabric called a *tanmono*. The left side is wrapped over the right (the other way is used on corpses) and held with a broad sash called an *obi*. The word *kimono* literally means “a thing to wear” or “a thing to put on” and can be worn by men and women.

The forerunner of the *kimono* appeared in the Heian period (794-1192) and was called a *kosode*. By the Edo period (1603-1868) it had evolved into a fuller male and female outer garment and the term *kimono* was first adopted in the mid-19th century. Its various appearances were based on seasons, gender, occasion and political and family ties.



19th century kimono Ornate kimono

The *kimono* is now mostly used for festive and special occasions in Japan, although traditional occupations like *sumo* and *geisha* still require a special *kimono* to be worn as “workwear”. Correctly putting on the various elements and layers of a *kimono* is a science in itself. With some 20 steps necessary to complete the dressing process, most Japanese women require help from trained assistants.

The process of putting on a *kimono* is called *kitsuke* and the way a *kimono* is worn can change the look completely. A *kimono* is usually worn in three layers, with the *hadagi* as the first layer with a *nagajuban* over that which will also form the collar. The *nagajuban* requires one tie and the *kimono* requires a further two ties with the *obi* tied on the outside. The *obi* also hides excess fabric and maintains the wearer’s small waist and straight posture.

Kimonos have different styles for different seasons, ranging from padded versions for winter, lined in autumn and spring and unlined in summer. There are different types of *kimono* for different occasions and social status and are generally worn with specific accessories such as *zori* sandals and *tabi* socks.



Kitsuke the art of wearing the kimono



Geisha wearing a kimono



Women in traditional Japanese kimono enjoy sakura festival



Kimono obi detail

Wearing the appropriate style of *kimono* for the correct occasion conveys respect and appreciation. Rank, formality and status can also be expressed through the *kimono*’s design, styling and colour and even the way the *obi* is knotted at the back.

The three to four metre-long fabric *obi* belt is a clear contrast to the *kimono*. Other than keeping the *kimono* together, it can reveal the marital status of the wearer. Married women wear a simple knot, while striking and elaborate knots are worn by single females.

Japanese flora and fauna are popular motifs on *kimono* fabric. For instance, bamboo lattices, dragonflies or butterflies are popular motifs for female *kimonos*. And a cherry blossom pattern symbolises loyalty and renewal and are often given as gifts for a birth.



Shiromuku kimono

The traditional wedding *kimono*, a *shiromuku*, is invariably made of silk – often silk brocade with good luck motifs like cranes or pine trees woven into it. And it is white – a colour usually reserved for funerals in other Asian cultures.

Few other pieces of clothing in the world have as much tradition and history as the *kimono*.



Japanese Film Festival 2022

IN CINEMAS
NOVEMBER–DECEMBER 2022

映画祭



VIEW THE FULL PROGRAM
& PURCHASE TICKETS

Sushi Hub 16th Birthday scholarship

Each year when Sushi Hub celebrates its anniversary, it always shares the love with its customers. Celebrating this year's 16th anniversary is no different in its generosity, but perhaps in a more altruistic way. By way of celebration this year, Sushi Hub is supporting the Royal Agricultural Society of NSW Foundation (RASf) by funding a three year RASf Rural Scholarship.



Chelsea at the family farm



Chelsea Gordon and Robyn Clubb, AM, RAS Foundation Chair

These scholarships are awarded to a deserving rural NSW university student to continue their agricultural studies. Students in regional areas often have to relocate in order to study, leaving behind the support of family and friends and being torn between their education and their obligations. The RAS Foundation Rural Scholarship can help ease some worries and allow greater freedom to more regularly visit home and lend a hand. The scholarships help students from regional areas pursue the same education dreams as students from metropolitan areas.

This year Chelsea Gordon was selected to receive the grant. She is from a farming community in NSW's Colinroobie about 25km out of the small town of Barellan (home of the big tennis racquet). She lives with her family on a mixed sheep and cropping farm of 8000 acres. Chelsea is currently studying a Bachelor of Agricultural Science at Charles Sturt University in Wagga Wagga.

"Thank you for the opportunity of receiving the RAS Foundation Scholarship... I'm beyond thankful. The extra money has allowed me to study away from home in Wagga with fewer financial burdens. I'm currently in my second year of a Bachelor of Agricultural Science, the course goes for four years so nearly halfway! I'm hoping to become an Agronomist as I have taken a liking to crop and grain, being from a cropping area. I'm from the farming community of Colinroobie. The opportunities I have been given and the financial ease have been amazing and will be something I will cherish forever. I hope to meet you one day to tell you how grateful I am, thank you very much." Chelsea Gordon.

Sushi Hub is a community minded organisation. It cares about the environment and cares about the community. Sushi Hub's philosophy is a simple, grass roots one. It serves 25 million customers annually through its 128 stores across Australia. Those customers from all walks of life are invariably devoted, repeat customers who have supported Sushi Hub since its inception 16 years ago. To Sushi Hub's thinking, reciprocating that support by being able to give back to the community is the right thing to do. Sushi Hub congratulates Chelsea on her RASf Scholarship and wishes her the very best for the future.



sushi hub *Style*

There's a lot of thought goes into how a Sushi Hub store looks to appeal to its customers. The welcoming design of each Sushi Hub shop intrinsically draws on elements of the streets of Japan and Japanese culture giving customers a feeling of being in Japan without being a literal representation of it.

New Style



Westfield Hornsby (NSW)

Original Style



Westfield Hornsby (NSW)



New Style



Melbourne Central (VIC)

New Style



William St, Perth (WA)

New Style



Post Office Square, Brisbane (QLD)

New Style



QV Melbourne (VIC)

In replicating that "street" look, locally sourced sustainable materials are used as well as featuring Japanese Hinoki timber (Japanese Cypress). The interior of each shop introduces elements of Japanese culture by incorporating black and white graphics and cultural photography, from scenes of bustling city life to tranquil temple views or a chef preparing fresh sushi. Throughout all Sushi Hub stores there is an innovative use of non-traditional building materials such as rope, recycled timber, cyclone fencing and neon lights that help enhance the layers and texture of the experience for the customer. Central to the design of each shop is the subtle use of the traditional seigaiha (ocean wave) pattern which forms part of the fish in the Sushi Hub logo. The pattern is elegantly and sympathetically integrated into aspects of the interiors, often forming part of the counter front.

Each store is a bespoke, unique design. There is no cookie cutter, one size fits all approach. Each design responds to its location, social and physical environment. But what each store shares is its welcoming environment – a true hub with great food and friendly team.

Looking across the stores and back over the years, there is a visible design evolution. The look of the stores is holistically developed to maintain and nurture a familiar connection with customers. This reinforces the long established, quality and friendly service offered. Sushi Hub store design is a true reflection of the expression: the sum of the parts.

pussy

footing around *Japan*

Cats: they are furry and cute, playful and indolent, cunning and mystical. They are second only to dogs as the most popular pet in Japan and Australia. But nobody has built such an all-encompassing culture around the cat as the Japanese.

From cat cafés, to cat stationmasters and cat shrines and temples; from dedicated cat islands, clothing and packaged goods, ubiquitous lucky waving cats and the iconic Hello Kitty, Japan has a unique fascination with cats.



Cats (*neko*) have been revered in Japan since they were brought from China in the 6th century. They have featured as the main subject in artwork and been the focus of folklore. Originally they were predominantly owned by emperors and aristocrats and lived in palaces as expensive, pampered pets. The first recorded Japanese cat's name was *Myobu no Otodo* (which means Chief Lady-in-Waiting of the Inner Palace). The name was given her by Emperor Ichijo (986-1011). The cat's special rank at the court saw that real ladies-in-waiting were placed in charge of looking after her. It wasn't until the early 17th century that the Japanese woke up to the fact they had been conned by these adored furry friends. In 1602 there was a plague of rats which was destroying the silkworm industry and a decree was issued that all cats had to be freed to catch the rats. So they were shooed out of the comfort of their cosseted homes to earn their keep. But from centuries of living lives of pampering they proved to be ineffective as mouse catchers.



In Japanese folklore, cats have protective powers and symbolise good luck and fortune. The fable of the *maneki-neko* (beckoning cat) famously illustrates the lucky cat. The story first appeared during the *Edo* period (1603 to 1867) where Lord Ii Naotaka sees a cat beckoning to him. He follows the cat into a temple and as he crosses the threshold, a bolt of lightning strikes the very spot where the lord had been standing. The beckoning cat has been a lucky symbol ever since and can be seen everywhere waving from shop and apartment windows. When you consider a cat washing its face (which they often do from nerves before a storm), it looks like a cat beckoning.



Gotokuji Temple Tokyo



Maneki-neko temple shop



Maneki-neko

Gotokuji Temple, located in the Setagaya ward of Tokyo, is a Buddhist temple that is said to be the birthplace of the *maneki-neko*, or "luck-inviting cat figurine." These small statues of a cat sitting up and beckoning with its front paw have become popular with cat-lovers around the world. Although there are many different kinds of *maneki-neko* raising either their right or left paws, Gotokuji Temple specialises in the right-pawed version of this good-luck symbol.



Then there are cat shrines. Silk production used to be an important industry in Nagaoka, in present-day Niigata Prefecture and also in Kyoto, Japan's former capital. The cats in both towns kept destructive mice under control and homage to cats was made at local shrines. A mythical cat-like creature that appears in Japanese folk tales, was placed in Nagaoka's Nambujinja Shrine. At Konoshimajinja Shrine, in Kyoto's Kyotango City, among the *koma neko* (rare guardian cat statues) there is a prominent statue of a cat with its paw placed protectively on a kitten's head. Tokyo also has Azusamitenjinja Shrine, known as the Cat Returning Shrine where visitors whose cats have gone missing come to pray for their return.



Konoshimajinja Shrine



Cats on Aoshima Island — Photo from https://ko.m.wikipedia.org/wiki/ÐÐ:Cats_in_aoshima_islad_1.JPG

The island of Tashiro-jima has even built a cat shrine, honouring the cats of the island for their service and work. Tashiro-jima is one of 11 so called Cat Islands (*neko shima*), where cats outnumber the dwindling human population. While 11 moggy-infested islands might seem a lot, considering that Japan is an archipelago comprising some 6,847 islands (including the 5 main islands), it is a drop in the ocean.

The two most popular Cat Islands are Aoshima and Tashiro-jima. Like most of the cat islands, Aoshima fishermen originally brought strays to these islands to lower rodent populations. Tashiro-jima had cats introduced because the island used to raise silkworms which attracted mice. But since then, the cats have helped fishermen on the island in another way. In the past, fishermen said they could predict how big their next catch would be from watching the island's cats and subsequently built *Nekojinja* (Cat Shrine) a local shrine to them.



Doreamon



Hello Kitty



Hikonyan

Cats feature in *manga* as cute characters, supernatural creatures and many *manga* artists own cats. *Doraemon*, about a blue robotic cat which travels from the future to help a hapless schoolboy, was first published in 1969 and is one of the most popular of these. *Hello Kitty* was created in 1974 by the company Sanrio and first introduced as an image on a vinyl purse. *Hello Kitty* draws on Lewis Carroll's *Through the Looking Glass* where Alice plays with a cat she calls Kitty. As Sanrio's motto is "social communication" the company wanted to reflect that by incorporating a greeting in the name...and *Hello Kitty* was born.

Cats are used as mascots in many places, towns and villages such as Hikone, Hagi, Akita prefecture and Onogawa hot springs. They can make a seldom visited place a popular tourist draw. Hikonyan is a white cat mascot character that wears a *kabuto* (samurai helmet). He was created to celebrate the 400 year anniversary of Hikone Castle. His design was inspired by Lord Ii Naotaka of the Hikone clan who was saved from the lightning bolt by the beckoning cat. Hikonyan is believed to be the feline origin of *maneki-neko*, the "lucky" beckoning cat.

In Japan, a cat's meow sound translates as *nya(n)*, which is why children often say *nyanko* instead of *neko*. This is why popular *kawaii* (cute) mascots have *nyan* in their name like Hikone's Hikonyan white cat.

There are over 350 cat cafés (*neko café*) in Japan, the first was opened in Osaka in 2004. They require a licence and are subject to animal protection laws. Visitors can be in the company of cats while having coffee, tea and cake. Because pet ownership in apartments in Japan is often forbidden, cat cafés give people the chance to soothingly interact with cats to wind down from the stress of urban living. Cat cafés can be found in most major cities usually on the upper levels of high rise buildings rather than at street level.



Tokyo cat cafe



Tokyo cat cafe

When entering a cat café the meter is running. They charge around \$2.20 for every ten minutes just for the time spent in the café. Once you register upon entry, you sanitize your hands, remove footwear and use the provided slip-ons and are then free to play with the cats. Cat cafés have their own rules. While patting the café cats is allowed, picking them up isn't, except when the cat chooses to come to you. The cats can only be fed with food bought at the café. And no flash photography is allowed. Payment for time and any consumables is made on exit. There are also many cat inns, traditional *ryokan* style accommodation with cats to greet guests in the lobby.

There are a number of cat stationmasters in Japan whose main duty consists of wearing a cap and being cute. The most famous was Tama who was appointed stationmaster at Kishi station in Wakayama Prefecture in 2007. She was so popular she helped rejuvenate the rail line which was in danger of being closed down. Tama went to cat heaven in 2015 at the age of 16. Thousands of people attended her funeral at the station, leaving flowers and cans of tuna. The 'Honourable Eternal Station Master' was honoured with a shrine on Kishi's platform and raised to the status of goddess of Wakayama Electric Railway. Today Tama's replacement as Kishi's stationmaster is Nitama (Tama Two) and her assistant Yontama (Tama four) can be found at Idakiso, five stations away. To continue the momentum of Tama's popularity, the railway commissioned designer Eiji Mitooka, famous for his sleek *shinkansen* (Japanese bullet train), to redesign the train as a Tama-themed line. And the Tamaden railway named in honour of the beloved calico cat was born. The outside of the white Tamaden carriages are emblazoned with paw prints and cartoon images of Tama. The front of the train has whiskers with ears on the roof. Inside are old-fashioned wooden floors and bookshelves of children's books. And when the doors open at stations the PA system emits the sound of Tama's actual meows. It seems when it comes to cats - the Japanese don't pussy foot around.



Tama the station master

Tamaden train



Tamaden train



Tamaden train interior

Sushi Hub products

How familiar are you with them?

Spicy grilled salmon nigiri

Tasmania's pristine, cool waters produce some of the best salmon in the world. So it's not surprising that Sushi Hub uses it for its best-selling salmon *sushi*. In response to customer feedback, Sushi Hub has added mouth-watering Spicy Grilled Salmon *Nigiri* to the menu. It features lightly flame-grilled fresh Tasmanian salmon on rice, topped with spicy mayonnaise and a *teriyaki* sauce.



Soft shell crab maki roll

To make these maki rolls, Sushi Hub chefs season raw soft shell crab with garlic, white pepper and soy sauce. Then dredge the crab in a mixture of cornflour, potato and cassava before being fried until golden brown. It is then hand-rolled inside a bed of vinegared rice with *nori* seaweed.

Plant based teriyaki beef maki roll

Sushi Hub's delicious plant-based *teriyaki* beef *maki* roll is made with high quality, high-protein, low fat soy bean "meat". These *maki* rolls are delectable and juicy with a great meaty texture and firmness, while being a good source of protein and mineral.



What's new at Sushi Hub



Deluxe and Assorted Sashimi Box

Specially created for seafood lovers, Sushi Hub's *Sashimi* Boxes have the perfect mix of salmon, tuna and scallops. They are gluten free, nutritious and low in fat and kilojoules.

Thirteen pieces of the Deluxe *Sashimi* is only 1142kJ and the eight pieces of Assorted *Sashimi* is only 798kJ.

Seafood Deluxe Box

A colourful and mouth-watering *sushi* combo is all you need to wrap up your day. This deluxe box is packed with six pieces of *nigiri*, three pieces of *tempura* prawn roll and two *sushi* ships...and it's only 2626kJ.



Sushi Hub sushi go round

Recently Sushi Hub introduced two new series of products at our Sushi-Go-Round stores.

Tamagoyaki

The very popular *tamagoyaki* on a stick is now creatively plated. Our popular ingredients such as: smoked salmon with cream cheese or *unagi* with cream cheese; lobster salad and *tobiko*; tuna salad is sandwiched in a silky smooth egg omelette. For vegetarians, your option is grilled cheese on top of the omelette. It's also a perfect choice for our little customers too.



Bite Size Dragon

Whenever the word dragon is used, it usually refers to larger size *sushi*. We have now created a bite size dragon suitable for kids and ladies who want to leave room to try other varieties of *sushi*. You can choose from a two piece plate or order a whole dragon to share.



Hand Roll

You can create your own *sushi* roll with your choice of a main ingredient complemented with vegetables, sauces and toppings.

Our popular choices of main ingredients includes soft shell crab, chicken *karaage*, *tempura* prawns and grilled salmon. If you prefer more seafood, why not a mixed seafood with avocado.



Sushi Hub's green footprint

Since 2019 Sushi Hub has been committed to environmental sustainability. Central to that philosophy, Sushi Hub is committed to replace single use plastic with recyclable and compostable alternatives. It has replaced plastic bags with paper bags and introduced a larger size reusable eco bag for heavy items. All plastic boxes have been replaced with paper, like the *sushi* platter boxes and salad boxes. And by November 2022 the last of the PE plastic trays will be replaced with paper trays.

We Listen, We Action and We Deliver

Since upgrading snack box packaging from plastic in 2020, Sushi Hub has received a lot of positive and helpful feedback. While most of the feedback has been congratulatory, Sushi Hub has listened to customer suggestions for improvement.

For instance some customers thought that the new snack box was a bit bulky in size and not suitable for rice and seaweed products. In response, Sushi Hub has developed two different size snack boxes for more convenience. These latest boxes are coated with a food grade oil coating to prevent the rice from sticking.



Large snack box



Small snack box

learning japanese

1 おいしい寿司
O i sh ī su shi

2 おいししい寿司

3

4 Delicious Sushi

How to play

- 1 Read it
- 2 Trace it
- 3 Write it
- 4 Translate it



Voucher

\$19
for any
4 rolls +
any 1 drink



- T&C
1. This offer cannot be used in conjunction with any other Sushi Hub vouchers or in-house or third-party offers.
 2. Vouchers must be surrendered for redemption.
 3. Voucher valid until 31 March 2023 or while stocks last.
 4. Maki roll up to the value of \$4.30 are available.
 5. This is an in-store offer only.
 6. Only one voucher per person per day is accepted.

Voucher

\$6 for Sushi Hub reusable
lunch box
(was \$8.80)



- T&C
1. This offer cannot be used in conjunction with any other Sushi Hub vouchers or in-house or third-party offers.
 2. Vouchers must be surrendered for redemption.
 3. Voucher valid until 31 March 2023 or while stocks last.
 4. This is an in-store offer only.
 5. Only one voucher per person per day is accepted.

Voucher

free plate of tamagoyaki series
when you spend over \$38 at
a Sushi Go Round restaurant.



- T&C
1. This offer cannot be used in conjunction with any other Sushi Hub vouchers or in-house or third-party offers.
 2. Vouchers must be surrendered for redemption.
 3. Voucher valid until 31 March 2023 or while stocks last.
 4. Only one voucher per person per day is accepted.
 5. This is an in-store offer.
 6. Available at our Sushi Go Round restaurant only.
 7. Check out your nearest Sushi Hub Go Round restaurants: <https://www.sushihub.com.au/find-a-hub/>

Answers from last issue #10

1	2	3	4	5	6	7	8	9	10
1	2	3	4	5	6	7	8	9	10
1	2	3	4	5	6	7	8	9	10
1	2	3	4	5	6	7	8	9	10
1	2	3	4	5	6	7	8	9	10
1	2	3	4	5	6	7	8	9	10
1	2	3	4	5	6	7	8	9	10
1	2	3	4	5	6	7	8	9	10
1	2	3	4	5	6	7	8	9	10
1	2	3	4	5	6	7	8	9	10

SUSHI 寿司 HUB

so fresh
so good
so eat now

NSW

Balmain
Bankstown Central
Bass Hill Plaza
Bateau Bay Square
Baulkham Hills - Grove Square
Blacktown - Westpoint 1 & 2
Brookvale - Westfield Warringah Mall
Burwood - Westfield
Cabramatta
Cabramatta Plaza
Caddens Corner
Campbelltown - Macarthur Square
Campbelltown Mall
Castle Hill - Castle Towers
Casula Mall
Chatswood - Victoria Ave
Chatswood Chase
City - 275 Kent St
City - 631 George St
City - 815 George St, Central
City - Chifley Plaza
City - QVB
City - Skyview Plaza
City - The Galleries Town Hall
City - Westfield Sydney (Coming Soon)
City - Wintergarden
City - World Square 1 & 2
Cranebrook Village
East Maitland - Stockland Green Hills
Eastern Creek Quarter
Eastwood
Edmondson Park - Edmondson Square
Erina Fair
Fairfield - City Central
Hornsby - Westfield
Hurstville - One Hurstville Plaza
Hurstville - Westfield
Kotara - Westfield
Lake Haven Shopping Centre

Liverpool - Westfield
Mt Annan Marketplace
Mt Druitt - Westfield
Narellan Town Centre
Neutral Bay - Big Bear Shopping Centre
Norwest Marketown
Parramatta - Westfield
Penrith - Westfield
Plumpton Marketplace
Potts Point
Richmond Marketplace
Rockdale Plaza
Shellharbour - Stockland
Sylvania - Southgate
Top Ryde City Centre
Top Ryde City Centre 2 (Coming Soon)
Tuggerah - Westfield
Tweed Head South - Tweed City
Wagga Wagga Marketplace
Warrawong Plaza
West Gosford Village
Wetherill Park - Stockland
Woy Woy - Deepwater Plaza

VIC

Airport West - Westfield
Broadmeadows Shopping Centre
Caulfield Village (Coming Soon)
Cheltenham - Westfield Southland 1 & 2
Chirnside Park Shopping Centre
City - 26 Elizabeth St
City - 475 Elizabeth St
City - 55 Swanston St
City - Bourke Place
City - Galleria
City - Melbourne Central
City - Melbourne Central 2 (Coming Soon)
City - QV

Clayton - M City
Cranbourne Park
Shopping Centre
Doncaster - Westfield
Forest Hill Chase
Greensborough Plaza
Hawthorn
Lilydale Marketplace
Maribyrnong - Highpoint
Melton - Woodgrove Shopping Centre (Coming Soon)
Mill Park - Westfield Plenty Valley
Mulgrave - Waverley Gardens
Narre Warren - Westfield Fountain Gate
Pacific Werribee
Preston - Northland
Ringwood - Eastland
Taylors Lakes - Watergardens
Wantirna South - Westfield Knox

QLD

Browns Plains - Grand Plaza
Burleigh Heads - Stockland
Cairns Central Shopping Centre
Carindale - Westfield (Coming Soon)
Chermside - Westfield
City - 136 Queen St
City - 231 George St
City - The Myer Centre
City - Post Office Square
Hope Island Marketplace
Mitchelton - Brookside
North Lakes - Westfield
Orion Springfield Central
Runaway Bay Centre
Southport - Australia Fair
Strathpine Centre
Sunnybank Plaza
Upper Mount Gravatt - Westfield Garden City

ACT

Belconnen - Westfield
Greenway - South.Point Tuggeranong
Phillip - Westfield Woden (Coming Soon)

SA

City - 1-3 Rundle Mall
City - Rundle Square
COMO Norwood (Coming Soon)
Elizabeth City Centre
Glenside - Burnside Village
Golden Grove - The Grove
Hallett Cove Shopping Centre
Ingle Farm Shopping Centre
Noarlunga - Colonnades
Parafield - District Outlet Centre (Coming Soon)

WA

Booragoon - Westfield
Bull Creek - Stockland
Cannington - Westfield Carousel 1 & 2
City - 89 St Georges Terrace
City - 96 William St
Innaloo - Westfield
Kwinana Marketplace (Coming Soon)
Lakeside Joondalup
Midland Gate Shopping Centre
The Square Mirrabooka
Warnbro Centre (Coming Soon)
Willetton - Southlands Boulevard

NT

Casuarina Square
Yarrowonga - Gateway