

FREE
COPY



SUSHI
HUB

寿司
ハブ

hub

issue 12
2023

Ryuichi
Sakamoto
musical genius

Sushi Hub's
growing green
footprint

Kid's sushi
workshops

Kurosawa's
surprising
cinematic
influence

Solo Dining
Me, myself and I

Winner, winner,
chicken dinner



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BOTTLES
ARE MADE FROM
100%
RECYCLED
PLASTIC



All single serve bottles 1L and less are made from 100% recycled plastic (excluding caps & labels). Please recycle.

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

Sistas are doing it for themselves...and fellas...and everyone in fact. They are dining solo, eating out alone. It's a global, rising trend. With the opening of Sushi Hub's flagship *sushi-go-round* venue in Sydney's CBD Westfield we have put the focus on solo dining. With people working long hours and having limited time for socialising, solo dining is a practical option for enjoying a meal without the need for social interaction. It's all about me, myself and I.

While Japanese culture has had a far reaching effect on how and what we eat, it similarly has had a significant impact on contemporary music and Western film making. We shine a spotlight on Ryuichi Sakamoto, one of the most influential Japanese composers and musicians of the past few decades. As a member of Yellow Magic Orchestra in the 70's and 80's he went on to collaborate with artists from around the world and was a pioneer in blending traditional Japanese music with electronic and classical music. He won an Oscar and an Emmy Award for his mesmerising cinema soundtracks.

We look at the work of Japanese filmmaker Akira Kurosawa who had a huge influence on Western cinema. His influence can be seen in the works of many Western filmmakers including, Martin Scorsese, Quentin Tarantino, Sergio Leone and George Lucas who drew on a Kurosawa film as inspiration for the original Star Wars.

Sushi Hub continues to be at the forefront of reinventing the most environmentally responsible packaging for its range of *sushi*. Inside these pages we show you the latest Sushi Hub food packaging innovations.

The saying: "Winner, winner ... chicken dinner" has always struck a chord in Australia. Chooks are part of Australia's suburban history. They are widespread in most cuisines around the world and are a feature on Sushi Hub's menu. We look at their origins, their place in the Australian vernacular and why they are good eating.

And Sushi Hub's popular *sushi*-making workshops have become more available and frequent. Find out how and where.

またね Mata ne
See you.

The Hubster

The Hubster

In this issue

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Akira Kurosawa

Akira Kurosawa is among the most important filmmakers in the history of cinema. He has influenced numerous directors and films either directly or indirectly. For decades, his films with their exciting, well-crafted action and spectacular and stylish imagery have resonated with so many people globally.

Kurosawa was responsible for introducing Japanese cinema to the West with his 1950 film *Rashomon*, which won the highest honour at the prestigious Venice Film Festival and the Academy Award for Best Foreign Language Film. His 1958 film, *The Hidden Fortress*, flexed its influence, when twenty years later it became the inspiration for George Lucas' iconic, ground-breaking *Star Wars* films.

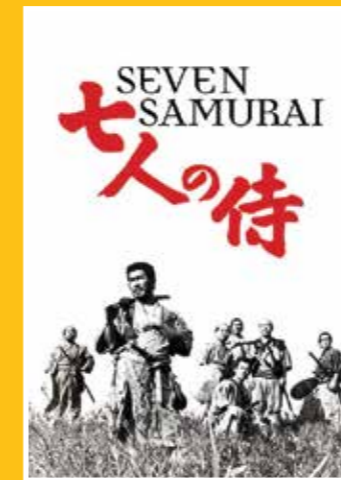
He is probably best known for his *samurai* films. He not only drew from the history of his native Japan, but from all over the world. He masterfully adapted Shakespeare, Dostoevsky, Film Noir and was a great fan of Hollywood director John Ford.



The Hidden Fortress movie poster



Star Wars movie poster



Seven Samurai movie poster



The Magnificent Seven movie poster

But it's Kurosawa's 1954 period film, *Seven Samurai* that has influenced more films than almost any other. It's the story of a *samurai* hired by peasants to put together a small team to protect a town against bandits. It was remade in America as the famous western *The Magnificent Seven*. Many elements of its story have been continually adopted and reused since and can be seen in the likes of: *Battle Beyond The Stars*, *Ocean's Eleven*, *The Avengers*, and even *A Bug's Life*. The Clint Eastwood classic Spaghetti Western, *A Fistful Of Dollars* is a direct adaptation of Kurosawa's *ronin samurai* story, *Yojimbo*.

Kurosawa Hollywood's japanese Inspiration

What's the Japanese connection to the films *Star Wars* and *The Magnificent Seven*? Both films and many others were inspired by the cinematic work of Japanese film maker Akira Kurosawa.



Darth Vader's Japanese *samurai* influenced 'look' and early concept sketches of Vader's helmet.

Over some 50 years, his work defined the pinnacle in how movement is used cinematically. Every frame is a painting, while emphasising the movement of nature, the movement of the elements: rain, snow, wind, smoke, dust, fire and water. Integral to this was the movement of the characters: individually, in groups and in layers. This was combined with very physical and exaggerated objects and scenery, all portrayed in the movement of the camera. Kurosawa often used long camera lenses to emphasise the sensation of movement. All of these elements were brought together to achieve a result in what master Hollywood director Sidney Lumet (*Network*, *Dog Day Afternoon*, *Serpico*), described as producing: "a Beethoven-like fullness". Steven Spielberg (*Jaws*, *Indiana Jones* films, *Jurassic Park*, *Saving Private Ryan*) called him: "the pictorial Shakespeare of our times." And Francis Ford Coppola, director of the *Godfather* films and *Apocalypse Now*, said of Kurosawa: "He didn't make a masterpiece or two masterpieces... he made eight masterpieces."



Hollywood directors George Lucas and Steven Spielberg with Akira Kurosawa when he was awarded the 1989 Oscar for Lifetime Achievement.

STAR WARS

Think of the plot of the original *Star Wars*, *Episode IV: A New Hope*. Then consider the plot of Kurosawa's *The Hidden Fortress* which sees a military General helping a Princess to safety with two comical peasants accompanying them on their journey. Sound familiar? The two comical characters and their dialogue are clearly the inspiration for R2-D2 and C-3PO, Obi-Wan Kenobi is the General and Darth Vader's costume, especially the helmet, resembles a *samurai* in armour. Even the "wipe" scene-change edits are prominent in both films. Director George Lucas was a huge Kurosawa fan. In fact Lucas was instrumental in helping finance Kurosawa's epic 1980 movie, *Kagemusha*. Interestingly, leading Japanese actor Toshiro Mifune (he appeared in 16 of Kurosawa's films) who played the role of the General, turned down George Lucas' offers for the roles of Obi-Wan Kenobi and Darth Vader.



Star Wars' C-3PO & R2-D2



The Hidden Fortress peasants, Tahei & Matashichi

DARTH VADER

Darth Vader is perhaps the most famous movie villain of all time. His instantly recognisable helmet is Japanese inspired. It is reminiscent of the distinctive *samurai kabuto* (helmet) and specifically the helmet of Japanese feudal warlord, Date Masamune. Award-winning American designer Ralph McQuarrie and British sculptor Brian Muir developed the initial Darth Vader helmet. McQuarrie added an extra component similar to a *samurai mempo*, a fierce looking protective mask that was designed to terrify enemies. Six helmets were made for the film with one unused one eventually making its way to Australia.



Darth Vader's helmet



Samurai kabuto & mempo (helmet & mask)

THRONE OF BLOOD

Kurosawa's film *Throne of Blood* transposes the plot of William Shakespeare's tragic play *Macbeth* from medieval Scotland to feudal Japan. Set in the Castle of the Spider's Web on Mount Fuji, its central character is *samurai* General Washizu, modelled on Macbeth, and his wife mirroring a perfect Lady Macbeth. Stylistically it draws on elements of traditional Japanese *Noh* drama but is visually rich in spectacle and action following the greed and ultimate demise of Washizu and his wife. But unlike Macbeth falling to the sword of avenging hero Macduff, Washizu is dramatically riddled with arrows fired by his own men. In the making of this famous scene, Kurosawa had top professional archers shoot the arrows in real time.



Macbeth-styled Washizu in *Throne of Blood*



Movie poster from 2015 version of *Macbeth*

A FISTFUL OF DOLLARS

Clint Eastwood's Spaghetti Western *A Fistful of Dollars*, is an almost frame-for-frame adaptation of Akira Kurosawa's *Yojimbo*. As a lone wolf gunslinger, Eastwood slots perfectly into the *ronin samurai* role played by Toshiro Mifune. Kurosawa's lawless provincial setting and its ruthless showdowns are perfect backdrops for the desolate wild west. This winning model is emulated in many subsequent films. The most recent and notable being *Last Man Standing* starring Bruce Willis and Christopher Walken, set in a dusty, gangster ridden 1920's town.



Yojimbo



A *Fistful of Dollars*



Last *Man Standing*



solo dining

Me....myself.... and I

In Japan there is a word for dining alone, *Ohitorisama*, which literally means one person or Table For One. Solo dining has become increasingly popular in Japan in recent years, with many factors contributing to its rise, primarily the busy lifestyle of the Japanese people and the convenience it offers. Many people in Japan work long hours and have limited time for socialising, which makes solo dining a practical option for those who want to enjoy a meal without the need for social interaction.

Many venues offer seating which allows customers to enjoy their meal without feeling out of place such as *sushi*, ramen and *izakaya* bars. Japanese cuisine is known for its attention to detail and presentation, and many solo diners appreciate the opportunity to fully immerse themselves in the flavours and textures of their meal without the distraction of conversation or socialising. Unlike other cultures, solo activities are common in Japan such as travelling and camping alone or visiting *onsen* (Japanese hot springs) alone. *Ohitorisama* is a natural solo progression.

In Australia dining solo is a growing phenomenon, thanks in part to the popularity of sushi outlets and in particular those like Sushi Hub's *sushi-go-rounds* stores. A Sushi Hub *sushi-go-round* store not only consistently puts delicious joy into eating but is conceived to provide the best solo dining experience. It is designed for side-by-side dining. There is a conveyor belt of perpetual motion *sushi* passing in front of diners. Colour and movement, temptation and the ever-present growing urge to pounce on the dish of your choice. It's fun, casual and always memorable...with friends, or on your own.



Japanese Ramen bar



Sushi Hub restaurant



This store features a beautiful *sushi-go-round* dine-in area that offers diners over 100 varieties of *sushi* items. To mark the “opening” period, a daily \$2.50 yellow plate special has been created that is available until the 30 June 2023. Featuring Sushi Hub’s famous *sushi* made fresh on-site, the new Sushi Hub also caters for takeaway customers.

A great feature is the cosy, purpose-built bar that has been incorporated between the takeaway and *sushi-go-round* areas. Diners can socialise with their friends for a quick drink before or after their meals. A range of tantalising Japanese-themed cocktails, mocktails and daily specials are available like, a Shiso Mojito, a Banzia, a Wagasa, a Macho Macha or a Hakuro Happiness. Customer can also grab a freshly made mocktail to takeaway.

Check the Sushi Hub website and social media for special offers and promotions @sushihub.com.au.



Ringo Shoga cocktail



Sencha Symphony cocktail



Macho Macha cocktail

Sydney CBD Westfield flagship store

Sushi Hub’s latest...and largest...Sushi-Go-Round venue has just opened in Westfield Sydney CBD and it ticks all the boxes for those wishing to dine solo. It’s perfect for that leisurely, uninterrupted time to catch up reading, doing some work, attending to social media or taking time to reflect and simply enjoy the fresh *sushi* being created before you. Japanese have been propping at the counter and eating alone for decades.

Sure you can get friends and family together and have a fabulous shoulder-to-shoulder, good time there. But when that urge for *sushi* and “it’s all about me” time calls, this is perfect. On a busy day or night, it’s a lot easier as a single diner to slide into your own space on a stool at the *Sushi-Go-Round* counter.

With solo dining you don’t have to compromise on what you order to accommodate a co-diner’s dietary or

budget restrictions, there’s no squabbling over the bill at the end. Of course from a dining out perspective, there’s always the issue of cooking for one, with the knowledge that the pans and dishes don’t do themselves.

With the flexible dining hours Monday-Wednesday & Friday 10am-5.30pm, Thur 10am-8pm, Sat & Sun 10am-6.30pm that Sushi Hub’s Sydney CBD Westfield offers, the more unconventional hours of sitting down to some decent *sushi* is made simple. If you consider recent research shows that annually Australians work 3.2 billion hours unpaid overtime and 3.8 million workers admitted taking a lunch break was rare, then the inherent flexibility of a going it alone and flying solo makes a lot of sense.



SPECIAL OFFER

All customers who spend more than \$30 at any one of the Sydney city CBD takeaway stores will receive a \$5 voucher to be redeemed at the Westfield Sydney *sushi-go-round* dine in restaurant. Hurry, offer not to be missed.





DEDICATION YOU CAN TASTE

For nearly 20 years, passionate Lilydale farmers have been perfecting free range farming based on one simple belief: chicken that's raised better, tastes better. Today, our commitment to quality and to the welfare of our chickens is what sets us apart.

LILYDALE
FREE RANGE CHICKEN

Winner winner **chicken** *dinner*



Chicken is the most popular meat in Australia and Australians are globally among the highest consumers of chicken meat on a per capita basis...far more than Japan.

Chicken



Winner winner chicken dinner



Sushi Hub

Sushi Hub features a range of delicious chicken options on its menu from the popular 54 piece Chicken Lover's Platter, to the *Nigiri* Spicy Cheese Chicken Dragon and the *Maki* roll range of Spicy Chicken Avocado, Spicy Chicken Cucumber as well as Crispy Chicken Avocado and Crispy Chicken Cucumber.

Chicken lover's *sushi* platter



Crispy chicken avocado *maki* roll



Teriyaki chicken salad

- ♥ Strong Bones
- ♥ Lose Weight
- ♥ High Protein
- ♥ Brain Food
- ♥ Natural Food
- ♥ Strong Immune System



Health benefits of chicken

Nutritionally chicken is rich in many important nutrients and is low in calories but high in protein which can be beneficial for weight loss. Through its protein, potassium and magnesium, it supports muscle development and growth. It contains bone-building nutrients via protein, magnesium, phosphorus and zinc as well as pantothenic acid which helps to produce vitamin D. It assists in keeping the immune system strong with vitamins B6, B12 and minerals selenium and zinc. And with its riboflavin, niacin, biotin, pantothenic acid, B6, B12, potassium, magnesium and zinc, it is a natural food for the nervous system and brain.

Origin of domestic chickens

Chickens are believed to have been domesticated from the red jungle fowl 8000 years ago in Southeast Asia and spread to China, then India 2000-3000 years later. They reached Syria by 2000 BC and Egypt by 1400 BC (the Egyptians invented incubators). The Romans had them as early as the 3rd century and developed breed specialization - one breed for eggs, another for meat. From there chickens spread around the Roman Empire, including Britain. After the fall of the Roman Empire, the chicken population went into a decline from the mass chicken farms of the Romans but re-emerged in the late 1880s. Owning and breeding became extremely popular helped in part by Queen Victoria's penchant for them. Suddenly everyone wanted to own chickens and to create new breeds. This led to chicken shows, chicken societies and the backyard chook.



Red jungle fowl

Aussie chickens

Chickens were brought to Australia with the First Fleet in 1788 (87 of them). For much of the 19th and the first half of the 20th centuries nearly every household kept chickens in the backyard for meat and for eggs. This declined when the price of eggs and chicken meat got lower. But there has been a resurgence in the keeping of chickens in the 21st century primarily as a source of self-sufficient, free range eggs.

"Chook" is Australian slang for chicken. The origin is from the word chuck or chucky, a variation on chick. "Chookas" is theatrical-speak for good luck, because if the show does well, the performers could afford a chicken dinner. "May your chooks turn into emus and kick your dunny down" is a taunt from last century when suburban houses kept chickens in their backyards, and toilets (dunnies) were outdoor, stand-alone structures.



Aussie outdoor dunny

Japan's *niwatori* (chicken)

In Japan chicken is the most popular meat (*karaage* - fried chicken, *oyako donburi* - egg and chicken). They are believed to have been introduced to Japan more than 2000 years ago. Over the centuries various breeds were imported from China, with local breeds developed from these. Roosters were prized and were kept as sacred birds because their crowing signalled daybreak and the end of the day. They were valued for crowing the longest or for the length of their tails (the rare *onagodaori* breed have massive tails). It was common to have chickens around the house as pets but keeping them for meat only began in the 1860s. The breeds recognized today were developed in the *Meiji* period (1868-1912).



A rare Japanese *onagodaori* breed

Sydney Royal easter show

Sushi Hub-style



This year marked the third year that Sushi Hub featured at the Sydney Royal Easter Show. But instead of the one store feeding the masses, it had four stores operating from opening until closing time each day. Unlike most other food outlets at the Show that only provided a single meal item, Sushi Hub continued its tradition of offering a variety of *maki* rolls, *nigiri*, salads and the best combo deals. Over the 12 days of The Show the four stores achieved a record number of transactions, satisfying over 100,000 hungry customers.



KIDS' Carnival store



Orana Parade store



Riverina Ave store



Tuckerbox store

Sushi Hub KIDS' Carnival

For the first time, Sushi Hub was also the naming rights sponsor for the Sushi Hub KIDS' Carnival. Show-goers who entered the KIDS' Carnival area from either the Plaza Entry or Olympic Boulevard, could not miss the four big Sushi Hub towers wrapped with images of its delicious *sushi* nor could they miss the eye-catching Sushi Hub flags throughout the KIDS' Carnival area.



Sushi Hub tower at KIDS' Carnival



Sushi Hub KIDS' Carnival



Sushi Hub flag along Olympic Boulevard



Mascots Kokoro and Hiroshi

A picture-perfect opportunity was created for children and families to use the massive, purpose-built, 2.5m high selfie stand. Sushi Hub's costumed brand ambassadors, Kokoro (girl) and Hiroshi (boy) were also there to meet and pose with Sushi Hub fans.

Pet Entertainment Arena

This year Sushi Hub continued to sponsor the popular Pet Entertainment Arena, where Farmer Dave and his dedicated team RuffTRACK performed seven shows daily, entertaining audiences from all walks of life.



Ready set go



RuffTRACK mascot - Jimmy



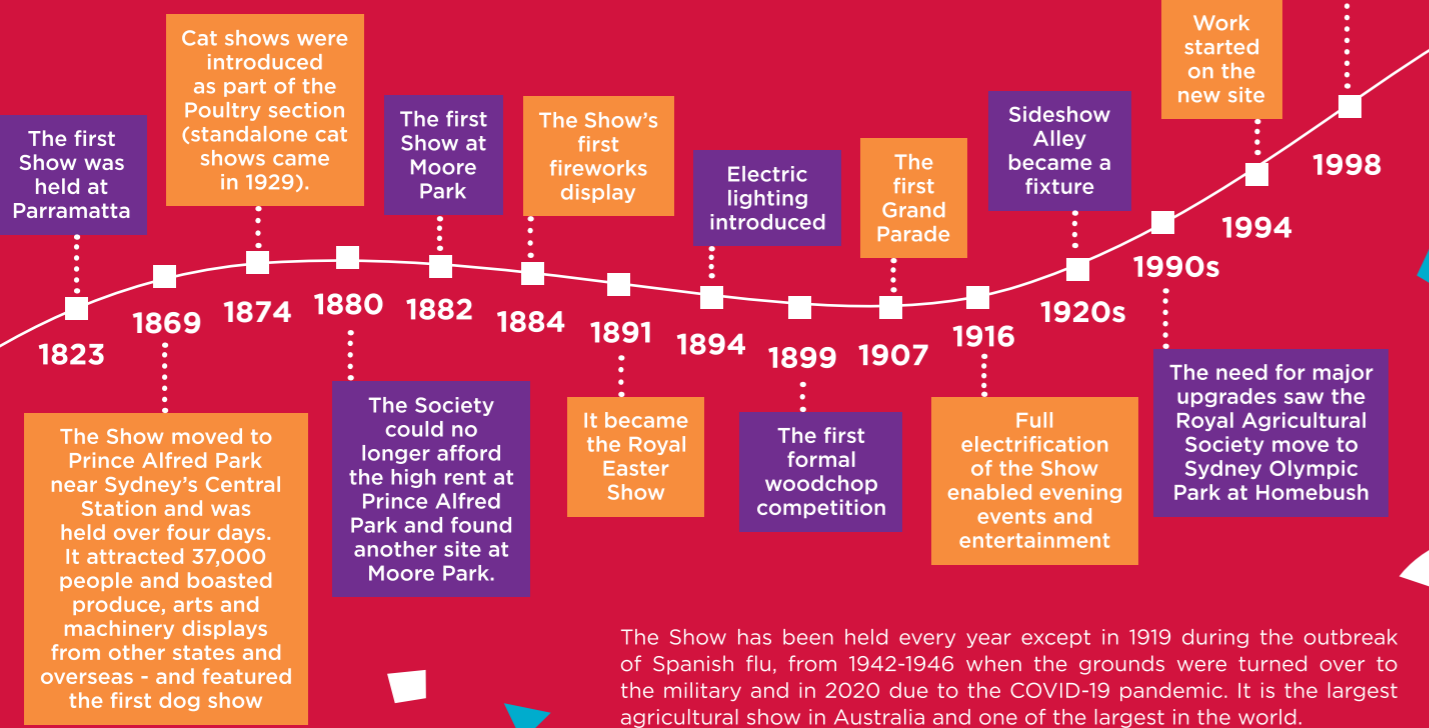
K9 Ninja



Full house at Pet Arena

Centuries of celebrating the "Show"

The Agricultural Society of NSW was first formed in 1822 and held its first Show in Parramatta in 1823. It was neither "Easter" nor "Royal" as it was held in October and the coveted "Royal" patent was not granted to the Agricultural Society of NSW until 1891.



The Show has been held every year except in 1919 during the outbreak of Spanish flu, from 1942-1946 when the grounds were turned over to the military and in 2020 due to the COVID-19 pandemic. It is the largest agricultural show in Australia and one of the largest in the world.



Ryuichi Sakamoto at work



Cinema poster of Merry Christmas Mr Lawrence

ryuichi sakamoto musical genius

Inventive and prolific, Ryuichi Sakamoto was one of Japan's most influential musicians. The multi-talented composer was also an actor, record producer and activist who won an Oscar collaborating with musician David Byrne of *Talking Heads* fame.

He starred in an award-winning film with David Bowie, composed its ethereal theme music and Leonardo DiCaprio won an Oscar in a movie that's soundtrack was written by Ryuichi Sakamoto.

Born in Tokyo in 1952, Sakamoto studied composition and ethnomusicology at the Tokyo National University of Fine Arts and Music, showing particular interest in electronic music. After graduation he worked as a session musician and formed the electronic music band, *Yellow Magic Orchestra* (YMO). The band earned international success and pioneered a number of electronic genres such as: technopop, synthpop and cyberpunk music as well as influencing several other styles including hip hop and acid house.



Yellow Magic Orchestra
(Ryuichi Sakamoto at centre)

Sakamoto produced one of his best internationally known works in 1983. He composed the music for the film, *Merry Christmas Mr Lawrence* in which he starred alongside David Bowie. Sakamoto's unforgettable score with its haunting East-meets-West undercurrent, intensifies the powerful cultural clash embodied in the movie. Sakamoto asked Bowie to sing the title theme, but he declined, preferring to concentrate on his acting, which would ultimately be acknowledged as his best work.



David Bowie with Ryuichi Sakamoto in *Merry Christmas Mr Lawrence*

Paradoxically, Bowie's character in the film sings off-key and he mutters that he wishes that he could sing. The main theme went on to win Sakamoto a BAFTA Award for Best Film Music.



Cinema poster of *The Last Emperor*

In 1987 he wrote the music for, and acted in Bertolucci's epic, *The Last Emperor*. The score won him a joint Academy Award with fellow composers David Byrne and Cong Su, and as an album, it also gained him a Grammy Award.

His unmistakable sound brought him to the attention of other film producers. He went on to write film scores for the likes of Oliver Stone's *Wild Palms*, for Brian De Palma's *Snake Eyes* and *Femme Fatale*, Inarittu's *The Revenant* with Leonard DiCaprio and the cult anime film, *Royal Space Force: The Wings of Honneamise*. In addition to his Academy and Grammy Awards he has also won two Golden Globe Awards for his film music work.



Ryuichi Sakamoto & David Byrne receiving the Oscar for *The Last Emperor* score.



Cinema Poster of *The Revenant*

Ryuichi Sakamoto was a master in translating images and emotions into music. Inspired by the prestigious champagne from the House of Krug, he produced "Suite for Krug in 2008". This modern symphony in three movements reflects the nuances of the 2008 vintage, specifically reflected in Krug Clos du Mesnil 2008, Krug 2008, and Krug Grande Cuvée 164ème Édition (now released in Australia). For 18 months he immersed himself in the facets of the vintage, from vineyards, production, the cellars to ultimately the unique sensory experience of drinking Krug champagne.

Krug worked with Oxford University's Crossmodal Research Laboratory and its research into how taste is influenced by the other senses.



Ryuichi Sakamoto



Composing the music score

It found when Sakamoto's Krug-inspired music was played while sipping the three 2008 Krug styles, there was a 15 percent increase in the enjoyment of the wine.

One of Japan's greatest contemporary composers, Sakamoto truly immersed himself in the senses to produce his work.

Sushi Hub kids Workshops

Hands-on happiness

Sushi Hub has recommenced its popular *sushi-making* workshops in New South Wales, Victoria, Queensland, South Australia, Western Australia and the Australian Capital Territory. Previously they had been put on hold during the pandemic. The re-emergence of these entertaining workshops continues to receive overwhelming customer response. They attract kids from as young as two-and-a-half up to 12 years of age. The original objective to create and promote a real sense of togetherness has gone from strength to strength, stimulating children to have fun as they learn *sushi-making* skills.

Originally, Sushi Hub ran these Kids Workshops during school holidays and only in selected shopping centres. But to satisfy children's needs outside school holiday periods, Sushi Hub has developed a new program of workshops that will run every weekend at specific Sushi Hub *sushi-go-round* stores in each state. As larger stores, they are the perfect venue to host kid's birthday parties or any team building event. All are welcome!

Keep an eye on Sushi Hub social media and watch the space under "Promotion" on the website for more information on this brand-new, fun program.



Sushi Hub's growing green footprint

The last issue of Hub magazine reported on Sushi Hub's launch of two different sized environmentally friendly snack boxes that replaced the traditional boxes used in *sushi* takeaway stores in Australia. And Sushi Hub customers have been right behind the change.

After almost five years of research and development Sushi Hub has converted its *bento* boxes from the conventional single use foam boxes to cardboard carton boxes.



Customer feedback

Serena C



This is just fantastic! Keep up the good work - you are leaders in your industry!

Julie M



I literally just came onto your FB page to post about this, and saw this post! THANK YOU to my favourite lunch spot, Sushi Hub at Stockland Mall for using less plastic! Mine was filled with *nigiri*. I did notice the rice stuck a bit. Maybe a little piece of baking paper underneath might help? But seriously, it's a small price to pay for the sake of the environment. A big step in the right direction. Thank you!

Craig B



This is amazing! I'd say the biggest hurdle to me eating more *sushi* is the amount of plastic waste. I think your stores have a high enough turnover that the freshness would be unaffected by the use of cardboard, and even if it did I'd have a much clearer conscience eating from the cardboard. Awesome work - hopefully you can lead the charge from other *sushi* retailers in Australia!

Xin A



Maybe doesn't look as good as the clear plastic ones, but the little inconvenience is nothing compared to the benefits to the environment. I totally welcome the change. People will get used to it. Definitely will keep supporting the business because you do take risks to make changes.

Thank you.

Janine M



Brilliant move Sushi Hub. I have not bought *sushi* for a long time due to concerns around the plastic waste. Very happy to recommence my love affair now that you have shown this leadership!



Lucy B



I think it's great that you're helping the environment and it's definitely a start. The boxes may be too big if you've only got a few rolls and sometimes they move around a lot and can be damaged. Maybe have various sized boxes.

Sushi Hub staff interview



My time as a Sushi Hub intern - Terry Liu

Ever since I started my student life in Australia in 2017, I had frequently heard that Sushi Hub was one of the most successful sushi brands in the Australian hospitality industry. So as a marketing student I was excited to be selected as an intern at this dynamic company.

I had expected Sushi Hub's office to be crowded and that the marketing department would be extremely busy. But I was surprised to find a small, tightknit company with a compact marketing department that had merged with customer support. The new combined team had diverse skills across multiple disciplines which I originally thought would be challenging for me. I was soon to discover its potency as a focussed and dedicated team that was a pivotal part of Sushi Hub's success. I was initially underwhelmed by my first experiences within the department, as I started what I thought were basic tasks such as updating the website and store trading hours. However, I soon learned that my university trained knowledge lacked the practical insight and applications that on-the-job experience gave me.

I found this internship fulfilling and a good transition from the end of a university semester to a workplace. I finished my bachelor's degree and started my master's degree in July 2022 believing my studies had made me knowledgeable enough to be a suitable mature marketing employee.

But at Sushi Hub I learned what a real workplace was like and the necessity of experiencing practical

industry learnings to strengthen academic knowledge. I learned how tasks were ranked and how each task's progress was monitored and managed, which gave me a good idea of how to manage myself in my future study and professional career. I believe the valuable hands-on knowledge I gained at Sushi Hub is not something found in textbooks.

I loved the corporate culture at Sushi Hub's head office. There were no barriers between the executives, heads of departments, and the rest of the staff, including me as an intern. I can now see how a great corporate culture can relate to success in the market. Corporate culture has now become my top priority when seeking a job in the future. In my view, a friendly and genuine corporate culture can be more difficult to achieve than financial success.

As Sir Isaac Newton said, "if I have seen further, it is by standing on the shoulders of giants". I am glad to have had my first work experience at Sushi Hub's head office and carry the knowledge I learned there to my university study and future career.

I thank everyone at Sushi Hub who gave me the opportunity to work there and to all the Sushi Hub customers for supporting the brand over the years.

A record year for Sushi Hub

During 2022 Sushi Hub broke its yearly average record by opening 21 new stores around Australia. Eight of those stores were opened in New South Wales, followed by six stores in Queensland, three each in Victoria and Western Australia and one store in the Australian Capital Territory. It not only chalked up a record year, but also a record month when it opened six stores in December.

Following the opening of its first regional store at Wagga Wagga, some 460km from Sydney, Sushi Hub continued to explore new territory with a store in Cairns in Far North Queensland. While in some metropolitan shopping centres, like World Square and Top Ryde, Sushi Hub has opened a second store to meet customer demand.

According to media reports Sushi Hub's record year saw its number of store openings as the third highest growth among Quick Service Restaurants (QSR).

2022

JANUARY

World Square
2nd store



FEBRUARY

Potts Point

MARCH

Cabramatta Plaza
Orion Springfield Central



APRIL

Bull Creek - Stockland
Forest Hill Chase Shopping Centre

JUNE

Neutral Bay - Big Bear Shopping Centre
Shellharbour - Stockland
West Gosford Village



JULY

The Square Mirrabooka
Burleigh Heads - Stockland



OCTOBER

231 George St
Southlands Boulevard



NOVEMBER

Westfield Carindale
Cairns Central
Westfield Mt Druiitt



DECEMBER

Woodgrove Shopping Centre
Toowong Village Shopping Centre
Top Ryde City Centre 2nd store
Westfield Woden
Caulfield Village

2022

Which type of sushi are you?



Choose one answer for each of the following questions then add up the score of all the answers. Your total score will show which type of sushi you are.

What is your favourite time of the year?

- 1 = Spring
- 2 = Summer
- 3 = Autumn
- 4 = Winter

What kind of music do you like?

- 1 = R&B
- 2 = Pop
- 3 = Hip-hop
- 4 = Rock

What do you usually do in your spare time?

- 1 = Read books
- 2 = Sleep
- 3 = Outdoor activities
- 4 = Party

Which word best describes you?

- 1 = Kind
- 2 = Funny
- 3 = Out-going
- 4 = Game changer

With what do you eat your sushi?

- 1 = Chopsticks
- 2 = Your hands
- 3 = Fork
- 4 = Spoon

How do you prefer your food?

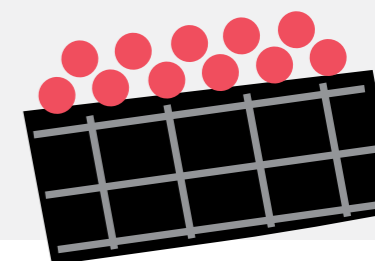
- 1 = Savoury
- 2 = Spicy
- 3 = Sweet
- 4 = Sour

What is your favourite colour?

- 1 = Pink
- 2 = Blue
- 3 = Yellow
- 4 = Black

What is your favourite pet?

- 1 = Cat
- 2 = Guinea Pig
- 3 = Dog
- 4 = Fish



Let's find the answer:



Score from 8-13: Maki Roll

Like *Maki*, you are simple and kind. *Maki* rolls could be the simplest *sushi* on a sushi platter but people love them because they feed the soul.



Score from 2-26: Dragon Roll

You are brave and powerful. Just as a *Dragon Roll* lights up every *sushi* platter, you are always in the spotlight of every group gathering and spread your positive energy to everyone.

Score from 14-19: Sushi Sandwich

You are interesting, creative, and easy to talk to. Just like a *Sushi Sandwich*, you always enjoy doing something new and different in your life.



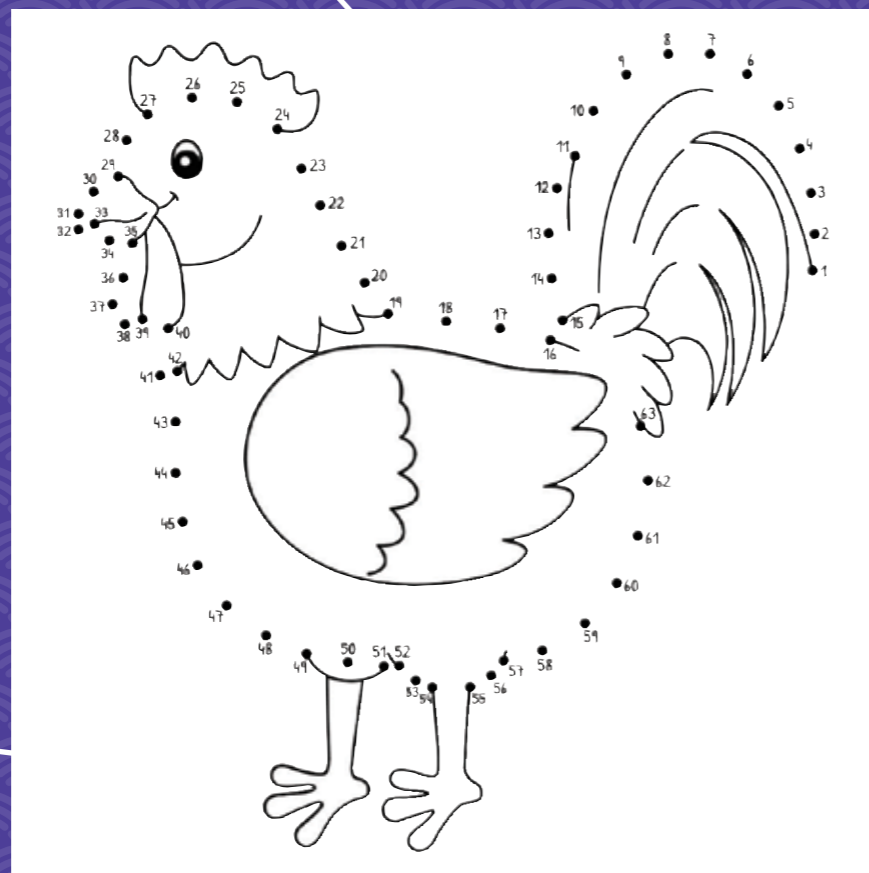
Score from 27-32: Nigiri

Just the way *Nigiri* are made, you are balanced and know how to control your life and will not let anything impact you. You are seen as a relaxed and cool person.



dot to dot

Connect the dots from numbers 1 to 63 to make a chicken then colour it.



Ricki-Lee, Tim & Joel

Same, same but *different*.



skip the queue

Craving *sushi*?
Simply order online and pick up your favourite *sushi* in no time!

ORDER NOW AT

www.order.sushihub.com.au



nova

4-6pm
weekdays

SUSHI 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
City - Wintergarden
City - World Square 1 & 2
Cranebrook Village
East Maitland -
 Stockland Green Hills
Eastern Creek Quarter
Eastgardens - Westfield
Eastwood
Edmondson Park -
 Edmondson Square
Erina Fair
Fairfield - City Central
Hornsby - Westfield
Hurstville -
 One Hurstville Plaza
Hurstville - Westfield
Kotara - Westfield
Kiama Village)
(Coming soon)
Lake Haven Shopping Centre
Liverpool - Westfield
Liverpool - Westfield 2
(Coming soon)

Manly Wharf
 Shopping Centre
Merrylands - Stockland
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
Rhodes Waterside
(Coming Soon)
Richmond Marketplace
Rockdale Plaza
Shellharbour - Stockland
Sylvania - Southgate
Top Ryde City Centre 1 & 2
Tuggerah - Westfield
Tweed Head South -
 Tweed City
Wagga Wagga Marketplace
Warrawang Plaza
West Gosford Village
Wetherill Park - Stockland
Woy Woy - Deepwater Plaza

VIC

Airport West - Westfield
Broadmeadows
 Shopping Centre
Caulfield Village
Cheltenham -
 Westfield Southland 1 & 2
Chirnside Park
 Shopping Centre
City - 26 Elizabeth St
City - 475 Elizabeth St
City - 55 Swanston St
City - 155 Swanston St
City - Bourke Place
City - Galleria
City - Melbourne Central 1 & 2
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
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
Calamvale Central
Carindale - Westfield
Chermside - Westfield
City - 136 Queen St
City - 231 George St
City - The Myer Centre
City - Post Office Square
Hope Island Marketplace
Loganholme - Hyperdom
 Shopping Centre
(Coming Soon)
Mitchelton - Brookside
North Lakes - Westfield
Orion Springfield Central
Runaway Bay Centre
Southport - Australia Fair
Strathpine Centre
Sunnybank Plaza
Thuringowa Central - Willows
Shopping Centre
Toowong Village
 Shopping Centre
Upper Mount Gravatt -
 Westfield Garden City

ACT

Belconnen - Westfield
Greenway -
 South.Point Tuggeranong

Phillip - Westfield Woden
Gunghalin Marketplace
(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
Lakeside Joondalup
Maddington Central
(Coming Soon)
Midland Gate Shopping Centre
Perth Airport - Neighbourhood
 Shopping Centre
(Coming Soon)
The Square Mirrabooka
Warnbro Centre
Willetton - Southlands
 Boulevarde

TAS

Hobart -
 The Cat & Fiddle Arcade
(Coming Soon)