

#### **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.

Tokyo Street Fashion page 8

Cover photo models, Yunyun & Remon. Photo by Kira, TokyoFashion.com

Page 2 model, Taira. Photo by Kira, TokyoFashion.com

Photos courtesy of TokyoFashion.com



#### ようこそ Youkoso Welcome to the inaugural issue of HUB, Sushi Hub's quarterly magazine.

We've loved producing it for you and we hope you like it! Sushi Hub is all about fun and enjoyment of life with a philosophy built on a passion for sushi and the zen-like values that surround it. HUB is a bit like our alter ego in print.

In each issue we'll share some amazing facts and stories about Japan and its culture and beauty. Whether it is historic or "Cool Japan", we'll bring you the quirky, the timely and the fascinating.

So what is "Cool Japan?" It's actually a dedicated movement that was established in 2013. It was developed to support and promote overseas demand for quality Japanese products and services, from fashion and film, manga and games, to food and beverages. These distinctive "soft" cultural exports, that the Japanese take for granted, are catching on outside Japan. And we're loving it.

In this issue we have taken a closer look behind some of that Coolness: the graphic style of manga and anime ... head-turning Tokyo Street Fashion...what sushi was like a century ago... All while we celebrate Sushi Hub's Pearl (or 12th) Anniversary - and give you some tips for being the best host for the coming Party Season.

またね Mata ne See you.

The Hubster

The Hubster













# party







Set D Seafood Nigiri 4766kJ

Mini Maki

12056kJ



Set E Deluxe Sushi 7671kJ



Set F Deluxe Sashimi 2689kJ





1904kJ





# street fashion

Like exotic birds with brilliant coloured plumage, the teenagers and students who gather in the streets of Harajuku in Tokyo are living works of art. Using fashion as selfexpression, they gather to show off their latest looks - designer labels mixed with a touch of vintage. There's a mish-mash and clash of brightly coloured prints. Dresses are layered over pants with coloured socks and platform shoes. Some look like living dolls, others are dressed as cartoon animals in plush onesies. These are the teen tribes who have used the street as their catwalk in Harajuku since the early 1980s. The tribes may change, but over the years the local youth have used their energy and individuality to present a uniquely Japanese take on street fashion.

This passing parade of flamboyant young artistes caught the eye of photographer Shoichi Aoki who immortalized the eccentric subgroups in his monthly publication FRUITS from 1997 - 2017. While the revolutionary publication is no more, online publications like Tokyofashion.com chronicle the cool kids daily. From girly Lolitas with frothy petticoats, to glam rock Visual kei, Decora with its overload of cute accessories and all things kawaii (cute), it's not only about the clothes. The groups that congregate in Harajuku have a sense of belonging and community. One group mixes Japanese kimono with street wear. Traditional merges with the avant guard. With the rise of social media and selfdocumentation the daily performances are captured - sharing these changing collections of extraordinary moments.



pearl celebration Hub Issue 01



## **SUSHIPHUBに**シ **ANNIVERSARY** 2018

Sushi Hub is celebrating its twelfth year of operation, which is often commemorated as a Pearl Anniversary. Coincidentally, Japan has a unique and colourful history surrounding pearls. From the amazing pearl diving "sea women" to the development of the world's first cultured pearl, pearls have been an integral part of Japan's heritage.

The technique of producing "Cultured Pearls" was invented in Japan in 1893 by Kokichi Mikimoto, who succeeded in producing the world's first cultured semi-spherical pearl. In 1905, Mikimoto successfully cultured a spherical pearl with Akoya oysters. In the years that followed the Mikimoto name became synonymous around the world with quality, Japanese cultured pearls. Akoya pearls, the classic cultured pearls of Japan, are seen by many as the best and most lustrous of all pearls.

A natural pearl is formed when a foreign object, like a piece of shell, lodges itself in an oyster's soft inner body. This is an irritation to the oyster, not unlike having a stone in your shoe. To protect itself, the oyster takes remedial measures and secretes nacre, a smooth, hard substance

around the irritant. Over the years the oyster continues to secrete layers of nacre around the irritant until it is encased by this coating to ultimately form a lustrous pearl.

Cultured pearls are formed in an almost identical fashion. The difference is that a skilled person carefully implants an oyster with an 'irritant', rather than leaving it to chance - and then nature takes over.

Diving for the pearl oysters that will be implanted is another magical story in itself. The pearl diving "sea women" of Japan are an integral part of Japan's pearl history. Known as ama, which literally means "woman of the sea", they have been diving in the

coastal waters of Japan for centuries. These women specialise in freediving to depths of nine metres in often freezing cold water. They use a practiced technique to hold their breath for up to two minutes at a time gathering oysters, abalone, seaweed and other shellfish from the bottom of the sea. When the ama surface, they exhale slowly through a slightly open mouth which makes a distinctive whistling sound known as isobue.

Ama originally wore only a loin cloth (fundoshi) for ease of movement in the water as well as a bandana (tenugui) around their head to cover their hair.

connected the buoy to the ama, who would use it to rest and catch their breath between dives - as well as collect their catch. These Mikimoto ama gathered oysters from the seabed in readiness for the pearlproducing irritant to be inserted. Once this process was completed, the ama returned the oysters to the seabed for collection in the future when the pearls had formed and matured.

Although the ama tradition is still maintained across parts of Japan, divers now wear wetsuits and face masks for clarity.

The numbers of ama are rapidly



Sushi Hub opened its first store on 16 October 2006 in an alley in the western Sydney suburb of Cabramatta. By the end of 2018 Sushi Hub will have close to 70 stores to cater to Australian sushi fanciers, and by 2020 it aims to have a total of 100 stores nationally. Today, Sushi Hub stores can be found in New South Wales, Victoria, Queensland, Australian Capital Territory and Western Australia - with South Australia soon to be part of the hub.

#### NSW

12/2008 Campbelltown



#### NSW

04/2012 Hornsby 07/2012 Blacktown

12/2012 Casula



#### NSW

03/2014 City - Central 05/2014 Chatswood 06/2014 Tuggerah 07/2014 Bankstown 08/2014 Penrith 09/2014 Bass HIII 11/2014

City - QVB



#### NSW

04/2016 Kotara WetherIII Park 05/2016 HurstvIlle Brookvale 11/2016 City - Chifley Plaza 12/2016

Top Ryde ACT

11/2016 Belconnen

VIC 04/2016 Cheltenham 05/2016 Preston 06/2016 MIII Park 08/2016 Broadmeadows

09/2016 Ringwood 11/2016 **Airport West** 

QL

05/2018 Mitchelton Chermside Hope Island (coming 2018)

City - 475 Elizabeth St

Mulgrave (coming 2018)

Cannington (coming 2018)

City - George Street (coming 2018) City - World Square (coming 2018)

Macarthur Square

Chirnside Park

NSW 05/2018

VIC

03/2018

04/2018

06/2018

Werribee

Highpoint

Lllydale



2006 2008 2010

2013

2014

2015

2016

2017

2018

Hub Issue 01



10/2006 Cabramatta



NSW

02/2010 Fairfield

10/2010 Narellan



NSW

05/2013 City - Town Hall 08/2013 Richmond 12/2013 Castle HIII



10/2015

NSW 01/2015

Bateau Bay City - Wintergarden 11/2015 03/2015 Lake Haven 12/2015 Balmain 04/2015

Plumpton

VIC 07/2015

City - QV Baulkham Hills 12/2015 City - Swanston NSW

01/2017 Cranebrook 06/2017 Parramatta 11/2017 Liverpool



Green Hills

City- Galleria 01/2017 City - 26 Elizabeth St 06/2017

City - Bourke Place Richmond 08/2017

Hawthorn 10/2017

Greensborough

QLD

VIC 01/2017

07/2017 City - Albert St 11/2017 **Browns Plain** 

our staff & our customers Hub Issue 01

# staff



Liverpool Sushi Hub

To share a little bit of work experience, I personally feel that our sushi service industry relies on three main elements: enthusiasm. patience, perseverance.

Enthusiasm and passion are important, especially when we are serving customers. We should give them warm service with an enthusiastic smile - and customers will return if they are happy and satisfied.

Patience is important when customers make enquiries or when they place orders. You should be patient and take the time to understand and assist them. We meet all sorts of different customers, and as service staff we should be patient. Always smile and serve the customer a professional, respectful and friendly way. It is the foundation of our Sushi Hub.

Perseverance is central to the food service industry philosophy where you must adhere to strict requirements. You persevere to ensure that products are fresh and well presented, and ensure high standards of quality and hygiene...and consistent good service.



#### Vivian

Wintergarden Sushi Hub

One of the best things about working at Sushi Hub is getting to know so many kind and friendly colleagues from different countries.

Hi, I am Vivian from Malaysia and work in the Sushi Hub Wintergarden (NSW) store where I have been working for about two and a half years. At the moment I am training in the kitchen area and trying so hard to develop my skills with cutting ingredients and sushi rolls. Previously I didn't have a lot of experience in cooking or preparing food but I am trying my best to be really good in this area.



Yee

Central Sushi Hub

It is a pleasure to work in such an amazing company where I have learned such a lot and gained so much experience.

am from Malaysia. work at the Sushi Central in Sydney as a supervisor in charge of customer service, as well as manage the best continuous service. with Sushi Hub for Chatswood venue. One of mv most memorable working at Chatswood, few minutes later, while I was cleaning the outside dining area, I saw some discarded sushi boxes

My name is Yee and that the little boy had left on a table. As I disposed of them I saw Hub front counter at the mother glance at me and frown sternly at her little boy and said: "this lady is not your maid, she is not responsible staff roster to ensure the for clearing your rubbish after you eat. You should I have been working throw it out yourself. What should you say to about two years, having her?" And the cute little previously worked at the boy smiled back at me and said: "thank you". It gave me such a warm moments was while I was and happy feeling. It's moments like this that when a mother bought I see the respectful and some sushi for her son. A lovely side of Australia and prompts me to be enthusiastic and passionate about my job in this gorgeous city.

# customers



Sydney University student

She is a big fan of the sushi train, where her favourite dishes are sashimi and plain udon.

Yulin lives near Sushi Hub Central store and is a frequent customer.

She likes that the staff there speak English to all customers. She thinks this is important because customers at that Sushi Hub store come from so many different cultural backgrounds but all have English as their common language.

She is interested in nutrition information for the Sushi Hub train menu.

#### Sam

Procurement Officer

I honestly had never had sushi in my life and was hesitant whether I would like it or not.

But coming to Sushi Hub has changed my entire view on seafood. The delightful that caught my eye, was how delicately the



Sam's favourite:

sushi is presented. After my first bite, I couldn't help myself - I had to try the other sushi varieties experience I had at that are available. And the Sushi Hub was not just staff customer service was the seafood but also outstanding. It was very the energetic, fun and friendly, kind, approachable positive atmosphere and respectful. I will come there. The first thing back for sure and spend more time at Sushi Hub.

## the story of SUSTA

Sushi today is a delicate combination of sweet vinegared rice, topped with the freshest seafood, but the original form of sushi was nothing like that. In fact, sushi actually comes from an ancient method of preserving fish by fermenting it in rice.

Legend has it that in ancient Japan an elderly woman hid her pots of rice in the nest of osprey marine birds in fear of thieves stealing them. When she eventually retrieved her pots she discovered that the rice had begun to ferment and that fish scraps from the osprey's feeding had fallen into the rice and had become preserved and the mixture very palatable. Or so the story goes.

As fanciful as this sushi legend may seem, there is an element of scientific truth behind it. When rice begins to ferment, lactic acid bacilli are produced. The acid, along with salt, causes a reaction that slows the bacterial growth in fish. This "pickling" process is the reason why the traditional sushi kitchen is called a tsuke-ba or "pickling place." Historically, only the fish was eaten after the fermentation had occurred - and the rice was discarded. Then later it was discovered that the sour fermented rice was a perfect accompaniment to the fermented fish. This combination of rice and fish is known as nare-zushi, or "aged sushi."

From the 9th to 14th centuries this process took at least six months to complete, and was only available to Japan's wealthy upper class. Over the centuries cooks found that adding more weight to the rice and fish, reduced the fermentation time and they also discovered that the pickled fish didn't need to fully decompose to taste good. This new sushi preparation was called mama-nare zushi, or raw nare-zushi. By the mid 1700s the sushi makers had developed an even quicker fermentation method to feed the growing population.

Then in 1824, Hanaya Yohei opened the first sushi stall in what is Tokyo today on the banks of the Sumida River. Often considered the creator of modern nigiri sushi, he took advantage of a more modern "speed fermentation" process, adding rice vinegar and salt to freshly cooked rice and letting it rest for a few minutes. He then hand-pressed the sushi, topping a small ball of rice with

a thin slice of raw fish, fresh from the river. Because the fish was so fresh, there was no need to ferment or preserve it. Sushi was made in minutes, rather than in hours or days. Nigiri became the new standard in sushi preparation.

By 1923, hundreds of sushi carts plied the streets of Tokyo. But following a massive earthquake which decreased land prices, these vendors bought rooms and shops and sold their sushi from these indoors sushi-ya. With advances in refrigeration and the ability to ship fresh fish over long distances, the demand for premium sushi in Japan exploded and allowed sushi to expand worldwide.

Sushi has become a dish that can be enjoyed anytime and anywhere and Sushi Hub has championed this idea. Bringing the freshest sushi to as many Australians through its conveniently located Sushi Hub shops, has been the company's goal since opening its first Sushi Hub twelve years ago.

# on Sushi Hub Ingredients tasmanian salmon

environment with its pristine, cool waters, combined with the salmon farmers employing world best practice in their farming techniques, means it is some of the best salmon in the world.

In a recent survey by a Japanese seafood company, salmon was found to be the most popular sushi topping (neta) for the seventh consecutive year. But it wasn't always that way.

Salmon has only been the top choice for sushi and sashimi in Japan since the advent of successful salmon aquaculture. It was the Norwegians who first started experimenting with aquaculture farming in the '60 and '70s. With the successful development of net pens in the sea they could ensure that these farm fish had no parasites and could be grown with higher fat content.

Originally the Japanese shunned salmon for sushi because the wild Pacific salmon that was caught around Japanese waters were unsafe to eat raw and they also thought that the farmed salmon was the wrong colour, shape and smell. But thanks to two decades of diligent marketing by the Norwegian salmon farmers, the tide turned. By 1995, salmon sushi was so common in Japan that restaurants introduced plastic replicas of salmon sushi in their store-fronts to entice customers. Good news for Australian salmon. Today, Japan is Australia's second largest market for pure, clean, Tasmanian salmon.



Here in Australia, Sushi Hub customers are voracious consumers of salmon. So it's little wonder that Sushi Hub is a major customer of the Tasmanian Salmon Aquaculture industry, using almost 400 tonnes of fresh Tasmanian salmon fillets across its menu annually.

#### about tasmanian salmon

Tasmania's clean, green environment with its pristine, cool waters, combined with the salmon farmers employing world best practice in their farming techniques, means it is some of the best salmon in the world.

For a healthy diet, the Australian Dietary Guidelines advises eating one or two fish-based meals per week. And Tasmanian salmon ticks all the "good for you" dietary boxes. It is low in calories and cholesterol, high in protein, and as an oily fish it is one of the richest sources of omega-3 essential fatty acids. These essential fatty acids are vital for healthy hearts, minds and joints as well as protecting against some cancers, depression, diabetes and high blood pressure.

#### benefits of salmon

In addition to salmon's healthy omega-3 fatty acid content, it is an excellent source of:

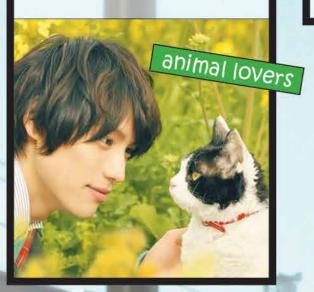
- which helps the body heal after injury and protects bone health.
- vitamins and minerals including potassium which helps control blood pressure.
- which can help boost the immune system and is important for proper thyroid gland function.
- b vitamin B12

  B vitamins work
  together to maintain
  optimal brain and
  nervous system
  function and helps
  create and repair DNA.

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#### The Travelling Cat Chronicles

A touching story about the bond between a cat and his human.



# Foodies unite

#### Tampopo

The universally loved ramen western returns to the big screen in digitally remastered 4k.

## One Cut of the Dead

Forget serious, worldending zombie films, this genre-defying comedy is the most fun you'll have at the cinemas.



## 日医療が行可

# Japanese Film

Festival

2018

#### **MIXED DOUBLES**

They say that sports is a good distraction for the broken-hearted but if you're a table tennis prodigy—it's the best form of revenge!



### **Touring nationally**

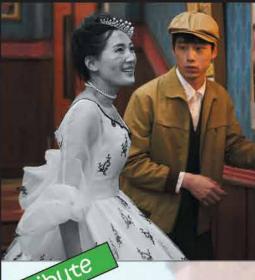
Canberra 17–21 Oct Brisbane 24–28 Oct

Perth 31 Oct-4 Nov

Adelaide 9–11 Nov Sydney 15–25 Nov

Melbourne 22 Nov-2 Dec

For a wider selection: japanesefilmfestival.net



os tribute

#### Color Me True

A charming love story set in the magical world of 60s filmmaking.



### The Chrysanthemum and the Guillotine

Female sumo athletes and an anarchist group join forces during a divided society in 1920's Japan.

## manga anime

Japanese manga and anime have become some of Japan's most popular "Cool Japan" cultural exports.

Manga would be among the top "Cool" Japanese exports. Cute, menacing, idyllic and confronting...manga delivers visually and emotionally at a number of levels.

Manga is the Japanese word for cartooning and comic books, with manga creators (mangaka) conforming to a particular style of illustration. The characters are known for their oversized emotive eyes in a style so central to manga. Their small noses and tiny mouths framed by stylised hair, their clothing style and the symoblism of the accessories are all integral to each character and their role in the narrative. The manga story-lines deal with a range of genres, from actionadventure to romance, comedy and drama to science-fiction and fantasy.

In Japan, males and females of all ages read manga and it's not uncommon to see business men in suits reading manga books in trains. With more than 8,000 manga titles published each year, manga is a major part of Japan's publishing industry, accounting for over 25 percent of all printed materials in the country.

While the world went crazy for Harry Potter and his Hogwarts adventures, Japan still preferred the wide-eyed world of manga. When Harry Potter and the Deathly Hallows was published in Japan, it sold 1.8 million copies. But it struggled against the home team, with volume 52 of One Piece, a manga adventure story, selling 2.5 million copies and volume 44 of Naruto, a manga ninja story, selling 1.55 million copies.

The rest of the world has progressively embraced manga. Arguably among the most profitable manga exports, is the Pokemon series which has earned in excess of AUD208.5 billion since it was launched in 1996.



Manga became popular in western countries through artists like Osamu Tezuka with his Astro Boy manga series which was originally serialised as the Mighty Atom, in Weekly Shonen magazine between 1952 and 1968.

The manga series spawned the Astro Boy animated television show in 1963, and is the first popular animated Japanese television series that depicted the style that was to become the familiar anime genre worldwide.

Anime is an abbreviation of the word "animation" (pronounced ah-knee-may).

A number of things differentiate an anime from manga. Anime is an animated moving image, while manga is a graphic comic whose images and plot tell the story and are mostly original stories. Anime is also not limited to being hand-drawn, while manga is hand-drawn and cannot be computerised

Most anime, "cosplay" and other global "Cool Japan" examples of otaku (nerd) cultures have their origins in manga, because most anime producers won't invest in stories that haven't already proven popular as a manga comic.

Many foreign movies and television dramas have been based on Japanese manga. A Battle of Wits, set in ancient China, was made into a movie by Hong Kong director Jacob Cheung. The popular South Korean film 200 Pound Beauty was based on another Japanese manga series. Taiwan has produced a dozen or so TV dramas that have been based on Japanese manga for girls, including Meteor Garden.

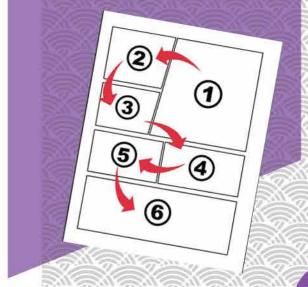
While most age groups in Japan read manga, those groups don't usually cross over in their manga series selection. Manga has its own demographic terminology that gives an indication to what specific readers can expect as content. For instance: Shojois manga is for teen girls and shonen is written for teen boys which sees teenagers publically dressing up as their favourite manga characters. The seinen manga aims to reach a college male and older audience, and josei is for the female college/older audience. Children's manga is called kodomo.

While international versions of popular manga comics such as Akira, Lone Wolf, Ghost in the Shell and Cub have been translated into English and reworked in the style of American comics, there is a trend to adopt the original Japanese style and characteristics, even reading right to left. Whatever the case – reading and enjoying manga is an art in itself.

#### **Reading Manga 101**

- Begin with the first manga in the series, starting with the first story and work your way chronologically through the series. The issue and series are usually printed on the cover.
- Lay the book down with the spine on the right side. Manga should be read with the magazine or book spine on the right. As you lay the manga down on a table, make sure the leaf ends are on the left and the spine is positioned to the right (the opposite to English language or European books).
- Begin on the side with the title, author's name and the edition. Start reading manga on the correct side. The front cover will usually contain the title of the manga along with the name of the author or authors. Flip the manga over if you come across a warning that says, "You're reading the wrong way!"

Here is a guide to the reading sequence of manga page components :



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## \*SUSHIPHUB///シ so fresh so good so eat now

#### **NSW**

Balmain

Bankstown

Bass Hill

**Bateau Bay** 

**Baulkham Hills** 

Blacktown

Brookvale

Cabramatta

Campbelltown

Castle Hill

Casula Mall

Chatswood

City - Central

City - Chifley Plaza

City - George st (coming 2018)

City - QVB

City - Town Hall

City - Wintergarden

City - World Square (coming 2018)

Cranebrook

Fairfield

Green Hills

Hornsby

Hurstville

Kotara

Lake Haven

Liverpool

Mt Annan

**Macarthur Square** 

Narellan

Parramatta

Penrith

Plumpton

Richmond

Top Ryde

Tuggerah

Wetherill Park

#### QLD

**Brisbane City - Albert St** 

**Browns Plains** 

Chirnside

Hope Island (coming 2018)

Mitcheiton

#### VIC

**Airport West** 

**Broadmeadows** 

Cheltenham

Chirnside Park

City - Bourke Place

City - 26 Elizabeth Street

City - 475 Elizabeth Street

City - Galleria

City - QV

City - Swanston Street

Greensborough

Hawthorn

Lilydale

Maribyrnong

Mill Park

Mulgrave (coming 2018)

Preston

Richmond

Ringwood

Werribee

**ACT** 

Belconnen

WA

Cannington (coming 2018)

NT

Cauarina