

















Ready...Steady...

Do the Sushi Roll

Lights...Camera...Action Sushi Hub on the Silver Screen

Cherry Blossom Festival Down Under

Japanese Tin Robots

The Collectables

Avocados What's in a name?

The Art of **Fashion:** Akira Isogawa











Kate, Time Marty

for the drive home

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



ようこそ Youkoso

Welcome to HUB's first winter issue. In our last issue, we took a peek at Japan's Sapporo Winter Snow Festival. But in this issue we're already looking forward to spring and have previewed Australia's spectacular answers to Japan's historic Cherry Blossom Festivals.

Sushi Hub has been holding hands-on, sushi workshops for children in a number of its stores. Expertly guided by Sushi Hub chefs, kids (and parents) learn the gentle art of making sushi. We bring you the fun and dexterity of these hugely popular sessions in pictures.

Meet internationally acclaimed Japanese-Australian fashion designer Akira Isogawa. His designs are a mix of both Japanese aesthetic that reflect his heritage - and an ease that is distinctly Australian. Japanese tin toy robots are as integral a part of buzzy Japanese global, popular culture as Manga or Godzilla. We check them out. They are funny, quirky, entertaining - and can be very valuable collectables.

Holy guacamole is that why avocados have been called fertility fruit? Find out all you ever wanted to know and more, when we blow the house deposit and lift the lid on everything avocados. While the Japanese may be at the forefront of manga style animation, Sushi Hub has just burst onto the big screen with an entertaining, stop-motion animated cinema advertisement. We take you behind the scenes to show how your favourite Sushi Hub dishes were made to come to life.

またね Mata ne See you.

The Substr

The Hubster

In this issue

Hub Issue 03















Cherry Blossom Festivals or Sakura Matsuri (Sakura is Japanese for cherry blossom and Matsuri means festival or holiday). Hemispheres apart with opposing seasons, Japan enjoys its world famous spring festivals in March and April while Australia enjoys the spectacular spring blossom period in August and September.

Japan sees Sakura Matsuri as a time of symbolic of the Japanese spirit and is

blossom is said to make people merry.

Hanami at night is called vozakura and a street that is lined with sakura trees is

Japan for Sakura Matsuri requires close attention to the seasonal forecasts depending on your destination.



New South Wales has the most embedded Cherry Blossom Festival tradition in Australia. The two most famous festivals are at Cowra in the west of the state and Auburn Botanic Gardens in Sydney.

The Cowra Japanese Garden and Cultural Centre was established to acknowledge the relationship between Japan and Cowra - where several thousand Japanese soldiers were interred during WWII. Sakura Matsuri is a major event on Cowra's tourism calendar, celebrating the birth of spring. It attracts performers and visitors from across Australia and around the world. It is celebrated annually in September when the cherry blossoms are at their peak (and usually flower until mid October). The Festival offers visitors cultural activities such as: ikebana displays, tea ceremonies and bonsai demonstrations, taiko drummers, Japanese dance, karate, aikido and sumo.

In the last two weeks of August, Sydney's Auburn Botanic Gardens is transformed by the spectacular blooms and the Cherry Blossom Festival activities that are held over two weekends. There are



(CREDIT NOIR LUMIERE PHOTOGRAPHY)



two *hanami* weekends where visitors can wander around the flowering trees and enjoy Japanese snacks and saké. And to really get into the zone, there's everything from sumo matches to Hello Kitty make over stations and Cosplay catwalk shows.

Late September is also a good time to visit Victoria's Dandenong Ranges Botanic Gardens to indulge in Sakura hanami. In the Yarra Valley Cherry Hills has rows of blossom-laden cherry trees. And in Queensland, at the four and half hectare Ju Raku En USQ Japanese Garden in Toowoomba, cherry blossom time is spectacular in what is Australia's largest and most traditionally designed Japanese garden.

The Japanese poet Kobayashi Issa once wrote: "In the cherry blossom's shade there's no such thing as a stranger." Why not put that to the test at the next Cherry Blossom Festival





Ready...steady... the sushi roll

Sushi Hub chefs are professional and talented sushi makers, spending hours every day making perfect sushi for you to enjoy. But how easy is it to actually do? It turns out that it is easy for some - and child's play for others. That is what Sushi Hub has found when it runs its popular School Holiday hands-on, "Sushi Making Workshops".



At these sessions, participants learn the fundamentals of sushi making with Sushi Hub's experienced chefs. Participants create their own sushi rolls using supplied fresh ingredients like sushi rice, seaweed, cucumber, chicken etc. Simple to make, quick to eat - and with the knowledge that you made it yourself.

Older customers lean to follow traditional methods and techniques using quality Australian and Japanese ingredients with with the oldest being 14 years.

watch for details online from your local shopping centre that has a Sushi Hub.













Our staff and customers **Hub Issue 03**



Katrina

Sushi Hub, Werribee (VIC).



My name is Katrina and I am the store manager at Sushi Hub, Werribee (VIC). I have worked for Sushi Hub since 2014 when I started as a kitchen hand in Sydney Central store (NSW), After that I worked in stores at Top Ryde (NSW) and Swanston (VIC), I am very glad to be in the Sushi Hub family, where I enjoy good times with my co-workers and customers.

In early 2018, I was promoted as a supervisor at Top Ryde where all the store staff is like family - as are a lot of our regular customers. When I was told I had been promoted to store manager at our new Werribee store in Victoria, I was both excited and sad, While it was a great vocational opportunity. I also knew I would be saving goodbye to team friends and customers. To get Werribee Sushi Hub store fully operational I worked hard with staff and Sushi Hub Head Office and at the same time provided training for new staff members. I am grateful to the whole team who worked so well together - and with their help, we will continue to make Werribee a great store.

I have a new challenge this year. Sushi Hub is opening its first South Australian store and I will be the store manager. A new place to start a new store is very exciting. I can't wait to see my new team and customers in Colonnades Shopping Centre, suburb of Noarlunga Centre (SA).

Peggy

Sushi Hub 475 Elizabeth St, Melbourne

I'm Peggy from Sushi Hub 475 Elizabeth Street, Melbourne. I've been with the Sushi Hub family for almost three years. This is one of the most significant experiences I've had, not only for my time in Australia, but also for my entire life. Working here is more than just making a living. I get a chance to meet so many lovely people everyday, customers with cheerful greetings and colleagues with big smiles and some lame jokes. I feel lucky to work in such a harmonious environment where everyone is responsible and inspiring, which has always been my reason to stay with this big





customers



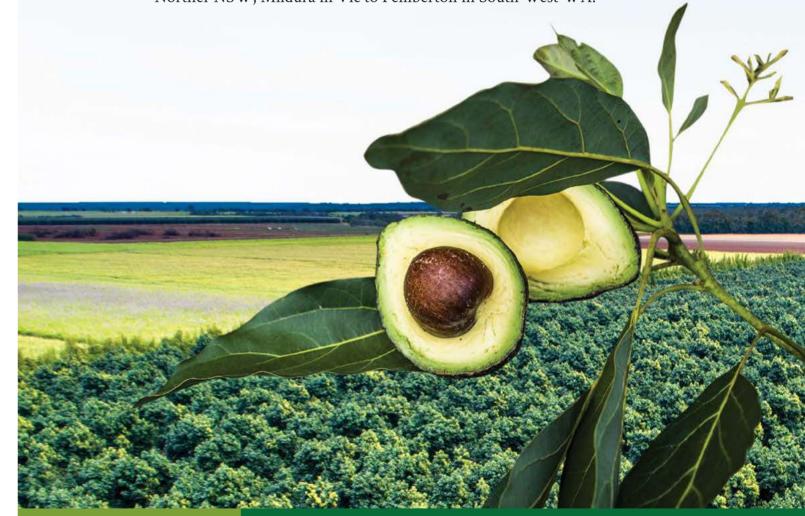
Elizabeth Leonard

Since Sushi Hub opened in Brookside Shopping Centre I never go anywhere else for sushi. My husband and I are fans of Sushi Hub and I come here about three times a week. The sushi here is delicious and very fresh and I like the friendly staff, especially Ada, who always smiles. My favourite sushi is salmon dragon roll which I can eat five pieces at a time. I can also recommend the prawn salad, it is always so fresh. We missed the sushi challenge last time - but we will definitely take part in if Sushi Hub hosts another one again.



The freshest avocados from our families to you

Hand grown and picked Australian avocados fresh to Sushi Hub each day, year round from family owned orchards around Australia. From Mareeba in North Qld, Bundaberg in Central Qld, Norther NSW, Mildura in Vic to Pemberton in South West WA.



Follow us on:

TheAvolution avolutionfresh the-avolution

Meet our grower families:







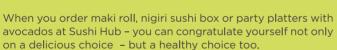
Australian a VICACIOS

What's in a name?

Botanically speaking, avocados are called Persea Americana and are native to South America - but have been grown commercially in Australia since the 1960s.

They have been known by a number of names: alligator pears, because of their rough green to brown skin; avocado pear because of their pear shape; manzanas del invierno "apples of winter" in Mexico because they are a cold season fruit (yes, fruit not vegetable) - and the fertility fruit. The avocado comes from the Spanish word aguacate, which is derived from the Nahuatl Indian (Aztec) word *ahuacatl*, meaning "testicle", because of its shape - hence fertility fruit. Aguacate eventually became avogato and then avocado in English. Whatever you call it, avocado is another word for yum!

on a delicious choice - but a healthy choice too. Sushi with avocado has become commonplace - especially in Australia and the USA. But in Japan, avocado in sushi is a much rarer occurrence. The idea of avocado in sushi came about in





Avocados are a healthy super fruit.

- They contain more potassium than a banana.
- They are high in fibre.
- They have more than 25 essential vitamins and minerals.
- They are one of the richest sources of glutathione, a powerful antioxidant shown to block 30 different carcinogens.
- Because of the water and fibre content, avocados are filling - so they are appealing to people who are weight conscious.
- · Avocados are gluten free and can also be used as a substitute for dairy and animal fats, so can be used to create dishes for those with allergies or for vegetarians / vegans.
- · And they contain healthy "good" fat monounsaturated fat, like olive oil or rapeseed oil which can help maintain healthy cholesterol levels.

Avocados mature on the tree but ripen off the tree, because the trees contain enzymes that prevent the fruit from ripening on the branch. This allows farmers to use the trees as storage devices for up to seven months after the fruit has reached full maturity.





Sushi Hub uses nearly 1.5 million avocados per annum across its menu, sourcing them directly from avocado grower groups.

Thanks to Australia's wide regional climate diversity, avocado harvest times are spaced throughout the year which provides Australians with a year-round supply of fresh avocados.







New look - so good
Hub Issue 03





Tin toy robots are as integral a part of buzzy Japanese global, popular culture as an unexpected collectable Manga or Godzilla.

global, popular culture as

in New York.

machines.

Japan's fascination with 20th century sci-fi genre, saw it produce what is arguably the first true robot toy - Robot Lilliput. Made by an unknown manufacturer, it was certainly the first to be mass produced. Dating from the late 1930's, the wind up tin Robot Lilliput is a bright orangey-yellow with black trim. The chest has lithographed dials, rivets, an air hose and a mysterious serial number. It is one of the most collectible of the tin robots and its block shaped head and expressionless eyes became the standard in robot design.

While the Lilliput was the first, the Atomic Robot Man, produced in occupied Japan around 1949, is considered to be the second robot toy. A wind up pressed tin toy, by another unknown manufacturer, he stands at a diminutive 12.5cm high.

Japan matured into an innovative and dominant industry supplying the tin toy world with a new era of ingenious products. Toy makers Masudaya, Nomura, Daiya, Yoshiya, Alps, Cragstan, Asahi, Yonezawa and Horikawa are among the best known and collectable Japanese producers.

The 1950s was the golden age for Japanese tin robots and space toys. The greatest influences were science fiction films and the 1957 space launch of the Sputnik. Films like Destination Moon (1950) and The Day the Earth Stood Still (1951) influenced tin toy design. But it was the 1956

MGM film Forbidden Planet, featuring a robot named Robby that created a pin-up robot for tin toy designers.

Hot on the heels of the film's release, the battery operated Mechanized Robot version of Robby, was created by Nomura in 1957 - and is one of the most sought after by tin robot collectors. His mechanical robot action is mesmerising. He walks stiffly towards you on his Michelin Man-like legs, while the pistons feverishly pump up and down inside the clear dome of his head where his

High quality reproductions of iconic robots have a collecting market all of their own. A limited edition Robby the Robot replica made by Metal House in Japan may fetch \$800. Interestingly, Metal House (formerly known as Marumiya and founded in 1943) used to be the subcontractor manufacturers for

> While perhaps not as charming as their tin cousins, plastic robots, introduced from the 70s, are starting to come into their own as collectables,

Nomura, Yonezawa and Horikawa. Metal

House is one of the last remaining tin toy factories in Japan using original tools and

antennae spin simultaneously. He's

Rare robots and space toys from the

golden age (1950's) are realising high

prices among collectors. The auction

record for a robot still stands at

\$94,000AUD for Masudaya's 12.7cm

Machine Man at Sotheby's Auction House

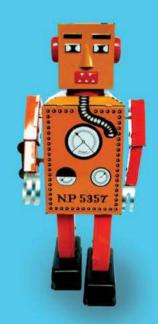
coming - and he means business.

Whatever the era and what ever the material and style, the joy of a tin robot is that it not only looks fantastic - it actually performs for you. It's funny, quirky, surprising and entertaining.

* If you are in Yokohama, visit Toys Club, the original tin-toy museum opened by Japanese collector Teruhisa Kitahara who has more than 10,000 tin toys.







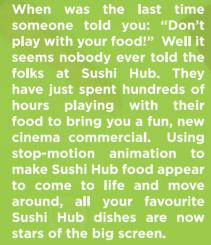




The word robot was coined by playwright, Karel Capek in his 1921 play, R.U.R. It comes from the Czech word 'robota', meaning forced labour. The play was a futuristic nightmare in which machines and robots replace the working classes.

Quick to react to the growing fascination with space and science fiction, American comic strips produced characters like Buck Rogers and Flash Gordon. In the 1930's American toy companies like Louis Marx & Co produced the popular Buck Rogers and Flash Gordon colourful metal rocket ships and atomic pistol toys. But Japan took it further.

Star Strider Robot by Horikawa.













Stop-motion animation is a film-making technique used to bring stationary objects to life on screen. The technique is almost as old as film itself with the earliest surviving examples having been made at the turn of the 19th century. Stop-motion animation involves physically moving objects in small increments while filming a frame of vision per movement. The end result shows the objects moving by themselves when those frames are played back in sequence. Classic examples of the style include the original 1933 King Kong movie - or more recently the Wallace and Gromit films and the likes of The Nightmare Before Christmas.

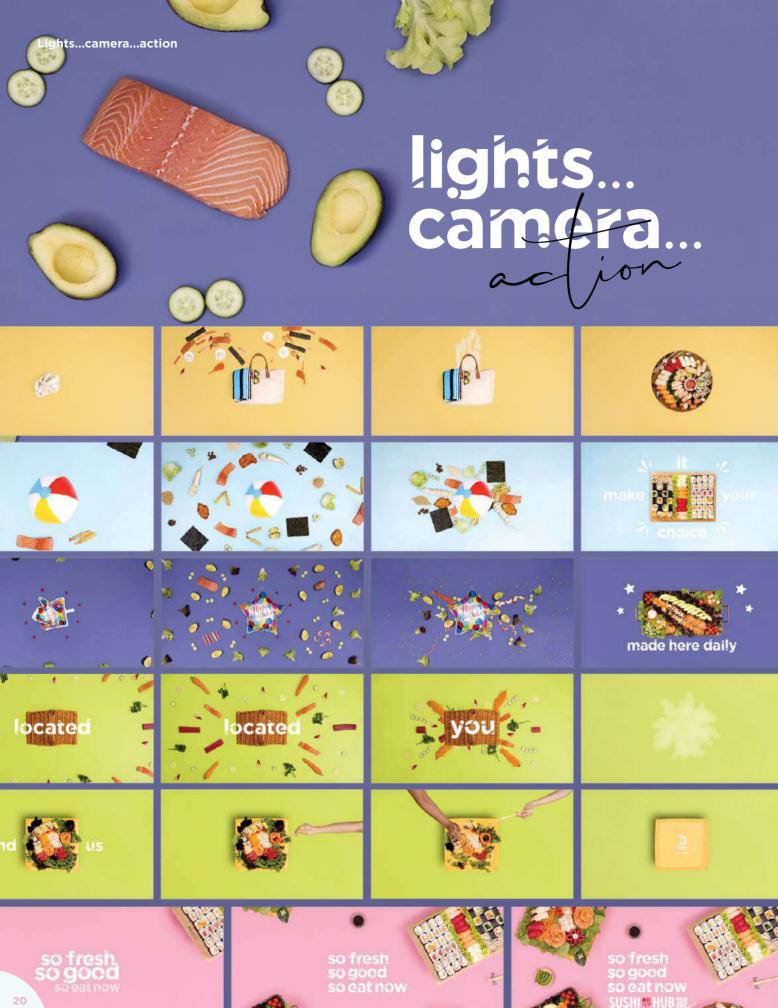
Now it's Sushi Hub's turn, featuring your favourite Sushi Hub menu stars like: fresh salmon, teriyaki chicken, crab sticks, prawns, avocado, katsu chicken, beef cubes, tempura prawns, seaweed sheets, surf clams, scallops, tuna, Sushi Hub platters and more.

Before the Sushi Hub filming could begin there were days of meticulous planning to plot the scenes and virtually 'choreograph' the movements in a storyboard. The animation storyboard was packed with detailed illustrations to capture the essence of the story scene by scene. The actual photo session took five days with the story split into five main scenes that required a full day for each scene.

Most food items were moved (animated) and photographed over 100 times with more than 1200 photographs taken for the final animation. It took five people to painstakingly animate and style over 100 ingredients. Then it was post-production time, with countless hours of photo editing, video editing and sound development. And then suddenly - it was done. Sushi Hub now boasts a brilliant marvel of stop-motion animation for all to see.

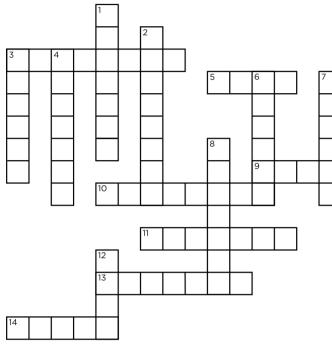


Watch video online



All about sushi





Down

- 1. a type of poultry
- 2. a long, green-skinned fruit with watery fresh, usually eaten raw in salads or pickled
- a large edible fish that is a popular sporting fish, much prized for its pink flesh
- an edible bivalve mollusc with a ribbed fan-shaped shell.
- a type of sushi consisting of a small ball of rice, smeared with wasabi paste and topped with raw fish or other seafood.
- move in a particular direction by turning over and over on an axis
- an edible marine plant either eaten fresh or dried especially by Japanese
- 12. the most popular product at Sushi Hub

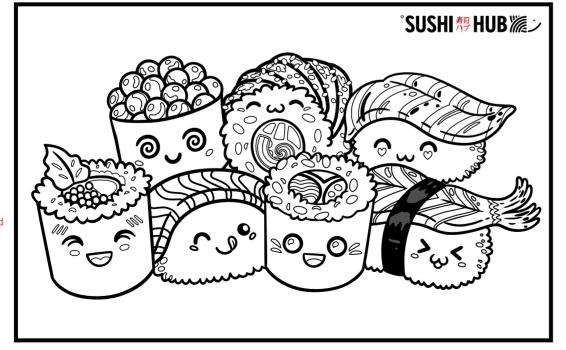
Across

- 3. So fresh, so good, so eat now
- a large and active predatory schooling fish of warm seas, extensively fished commercially
- 9. a swamp grass which is widely cultivated as a source of food, especially in Asia.
- 10. a mixture of soy sauce, sake, ginger and other flavouring
- 11. a sour-tasting liquid containing acetic acid,
- 13. a pear-shaped fruit with a rough leathery skin and smooth, oily edible flesh.
- 14. Cold cooked rice dressed with vinegar that is shaped into bite-sized pieces and topped with raw or cooked fish, or formed into a roll with fish, egg, or vegetables and wrapped in seaweed.
- * Send us a photo of your answer by email (marketing@sushihub.com.au) or Facebook messenger for a chance to win a sushi platter (\$50 value)
- * Answers and winners will be announced on Facebook, Monday 2 September 2019



11-21 Underwood Road, Homebush, NSW 2140), give us your address and contact number, to receive your free gift.

- You can also post your completed colouring-in work on our Facebook /Instagram page for a chance to win 1 of 10 Sushi Hub mini-roll boxes.
- * Winners will be announced on Facebook, Monday 2 September 2019



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(coming soor

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City - Wintergarden

City - World Square

Chatswood

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East Maitland - Stockland

Green Hills

Eastern Creek Quarter

(coming soon)

Edmondson Park -

Edmondson Square

(coming soon)

Fairfield - Neeta City Hornsby - Westfield

Hurstville - Westfield

Kotara - Westfield

Lake Haven Shopping Centre

Liverpool - Westfield

Mt Annan Marketplace

Narellan Town Centre

Parramatta - Westfield

Penrith - Westfield

Plumpton Marketplace

Potts Point (coming soon)

Richmond Marketplace

Sylvania - Southgate

Top Ryde City Centre

Tuggerah - Westfield

Tweed Head South -Tweed City

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Warrawong Plaza

Wetherill Park - Stockland

QLD

Browns Plains - Grand Plaza

Chermside - Westfield

City - Albert Street

City - Post Office Square

Hope Island Marketplace

Mitchelton - Brookside

North Lakes - Westfield

VIC

Airport West - Westfield

Broadmeadows Shopping

Centre

Cheltenham - Southland

Chirnside Park Shopping

Centre

City - 26 Elizabeth St

City - 475 Elizabeth St

City - Bourke Place

City - Galleria

City - QV

City - 55 Swanston St

Clayton - M City

Dockland - The District

(coming soon)

Greensborough Plaza

Hawthorn

Lilydale Marketplace

Maribyrnong - Highpoint

Mill Park - Plenty Valley

Mulgrave - Waverley Gardens

Preston - Northland

Richmond - Victoria Gardens

Ringwood - Eastland

Wantirna South -

Westfield Knox

(coming soon)

Werribee - Pacific Werribee

ACT

Belconnen - Westfield

WA

Cannington - Westfield Carousel

City - William St (coming soon)

Midland Gate

NT

Casuarina Square

SA

Golden Grove - The Grove

Ingle Farm Shopping Centre (coming soon)

Noarlunga Centre - Colonnades