

SUSHI 毎日 DAILY

The little book of

SUSHI





す し

(SU)

(SHI)

Literally translates as "sour taste".
That's because cooked sushi rice is combined
with sushinoko, a sweet and sour vinegar that
gives sushi its unique flavour.



OUR STORY

Kelly Choi didn't like sushi.

She loved it.

So, in 2010 she put her maki where her mouth was and set out to bring high-quality sushi to the world.

Kelly teamed up with a bona fide master sushi chef.

Together they trained an army of artisans.

A fleet of wasabi wizards and maki mages.

Ready to turn the best quality ingredients into art.

Cut to today and there are 1000s of kiosks worldwide.

Each dedicated to the art of artisan sushi.

Here to help people eat better, dream bigger and swap the norm for the nori.



お任せ

OMAKASE MEANS

"I'LL LEAVE IT UP TO YOU"

A revered type of formal dining experience. Guests give free rein to the master chef, who creates a multi-course feast before their eyes from the finest ingredients available.

Food as art.



SASHIMI

Poised and precise. This is edible elegance.

Thinly sliced, bite-sized pieces of high-grade raw fish, sashimi requires expert knife skills to cut and prepare correctly. And when we say expert, we mean expert. It can take up to 20 years before a sushi apprentice becomes an "itamae", or "in front of the board". Only then will they have the knife skills to pay the sashimi bills.

20 years to prepare. 20 seconds to eat.





NIGIRI

Simple and beautiful. The sushi classic.

Picture some sushi. That image in your head?

Nigiri.

Sticky rice is gently shaped using two fingers then topped with cleanly sliced, colourful fish, like salmon or tuna. But why stop there?

Nigiri wears many hats (literally) — anything from unagi (eel) and ebi (butterfly shrimp) to tamago (a type of vinegar seasoned omelette).

Tastes good AND looks good.

NORI

The crunchy punchy munch that holds everything together.

Strong and distinctively flavoured, nori is a type of dried seaweed commonly used to wrap sushi and onigiri (filled rice balls).

It packs a potent umami flavour that perfectly marries together with sushi rice's sweet sourness.

When not busy wrapping up sushi, it can be toasted and transformed into a deliciously moreish snack.



MAKI

Hungry? Then roll out the big yums.

If nigiri is one side of the classic sushi coin, then maki is the other. A filling of fish, vegetables, meat or cheese is rolled up in a blanket of fluffy sushi rice and held together by a belt of nori.

The result is a long sausage shaped roll (maki translates as "to roll") that gets chopped up into smaller bite-sized chunks.

There's even a beefed up super-sized version called futomaki. Go big or go hungry, as they say.



CRUNCH ROLL

The one that goes all out and over the toppings.

They say less is more, but you know what? Sometimes MORE is more. Take our patented crunch roll. It's everything you know and love about a delicately prepared roll, but with the volume turned up to eleven thanks to a generous sprinkle of crispy fried onions and a drizzle of unagi and spicy mayo.

MIC DROP.



TEMAKI

Sushi does its best burrito impression.

When is a maki not a maki? When it's wrapped up in a big ol' sheet of nori and transformed into a bouquet of borderline ridiculous deliciousness. Where maki is one long cylinder sliced into bite-sized portions, temaki is a single-serving hand rolled cone of sushi goodness.





VERDE MAKI

Maki gets a gorgeous green makeover.

Take a classic maki roll, but swap out the nori for some crisp refreshing lettuce and what do you get?

A Sushi Daily speciality, that's what.



頂きます

"ITADAKIMASU" MEANS
"I HUMBLY RECEIVE"

A phrase said before eating that is used to express gratitude for the food.



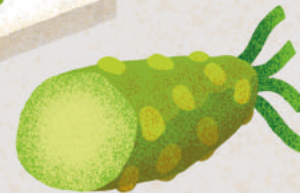
TRIPLE WHAMMY

If sushi is the lead singer, then think of these three condiments as its incredible backing band.



SOY SAUCE

Made from fermented soybeans, this salty (and sometimes sweet) sauce is the perfect partner for sushi's unique flavour. A quick dip is all it takes to elevate even the humblest maki to divine levels of deliciousness. Frankly, it's no coincidence it rhymes with joy.



GARI (PICKLED GINGER)

Tiny tangy palette cleansers. Gari is designed to reset your taste buds between bites of sushi.

WASABI

A type of Japanese horseradish. Guaranteed to put some wiggle in your walk. That's because wasabi packs a fiery punch. Seriously, a little goes a long, long way. You only need to add a pinch to your sushi for a flavour explosion. Respect the wasabi or it'll all end in tears.

CHIRASHI

Deconstructed deliciousness.

Be there a more beautiful bowlful than a well prepared chirashi? We think not.

Meaning "s c a t t e r e d" in Japanese, chirashi is like a bunch of sushi rolls collided together and made into the most gorgeously Instagrammable meal you've ever seen.



YAKISOBA

Live fast, fry young, and send noodles.

Fast-food that feels good. This delicious, stir-fried noodle dish of meats, seafood, and veggies gets its moreish flavour from an umami packed sauce. **NOODLE FACT!** Though soba noodles are traditionally made from buckwheat flour, Chinese wheat flour noodles are used in yakisoba.

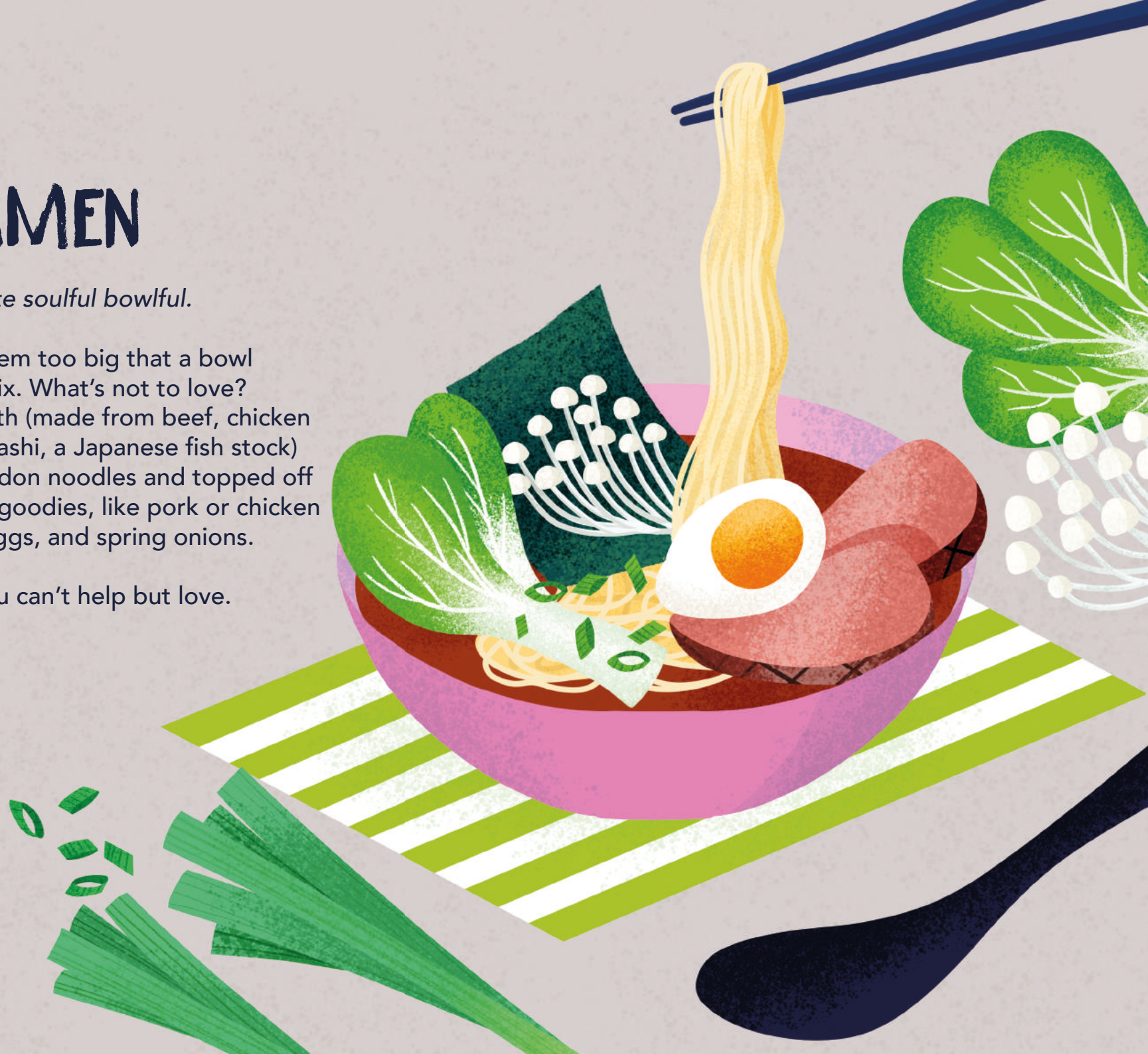


RAMEN

The ultimate soulful bowlful.

There's no problem too big that a bowl of ramen can't fix. What's not to love? A deeply savoury broth (made from beef, chicken or pork stock, and dashi, a Japanese fish stock) is poured over thick udon noodles and topped off with an assortment of goodies, like pork or chicken cutlets, boiled eggs, and spring onions.

Hearty fare you can't help but love.



KATSU CURRY

*Sweet 'n' sassy comfort food
for when the munchies strike.*

Comfort, katsu be thy name.
Come rain or shine, there's nothing
more satisfying than this fast-food classic.

A breadcrumbed and fried meat cutlet sits on a
bed of fluffy rice and crispy shredded cabbage,
all doused in the deepest, most fragrant, umami
packed sauce you've ever had in your entire life.

Oh man, we're salivating.
Keep calm and curry on.



美味しい

"OISHII" MEANS "TASTY"



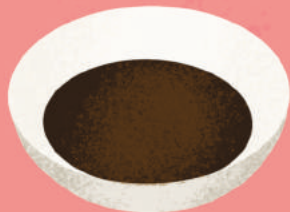
SIDES

The sushi sidekicks.

GYOZA

A textural tour de force. These happy little dumplings filled with pork, chicken, shrimp, or veggies are delicious either soft and steamed or crispy and fried (or sometimes, a bit of both).

Best eaten hot.



TEMPURA

Prawns or vegetables deep fried in the lightest, fluffiest, most shatteringly crisp and flavourful batter. More refined than your average chip shop cod.



WAKAME SALAD

Crunchy and soft, sweet and savoury, this vibrantly green seaweed salad is a nutritiously dense delight.

Tasty enough to take centre-stage on any table.

EDAMAME

Boiled or steamed soybeans, sprinkled with salt or chilli.

Pop them out of their pods and enjoy in one go.



MOCHI

*Sometimes you need to end on a sweet note.
Roll forward mochi.*

These sticky little balls are made from pounded rice and have a unique texture. Soft and gooey, but also bouncy and chewy, in Japan they often come filled with adzuki bean paste. We like ours with chocolate, mango, and cheesecake.



ありがとう

"ARIGATO" MEANS "THANK YOU"

Arigato gozaimasu means thank you very much.
Domo arigato gozaimasu means thank you
very, very, very much.



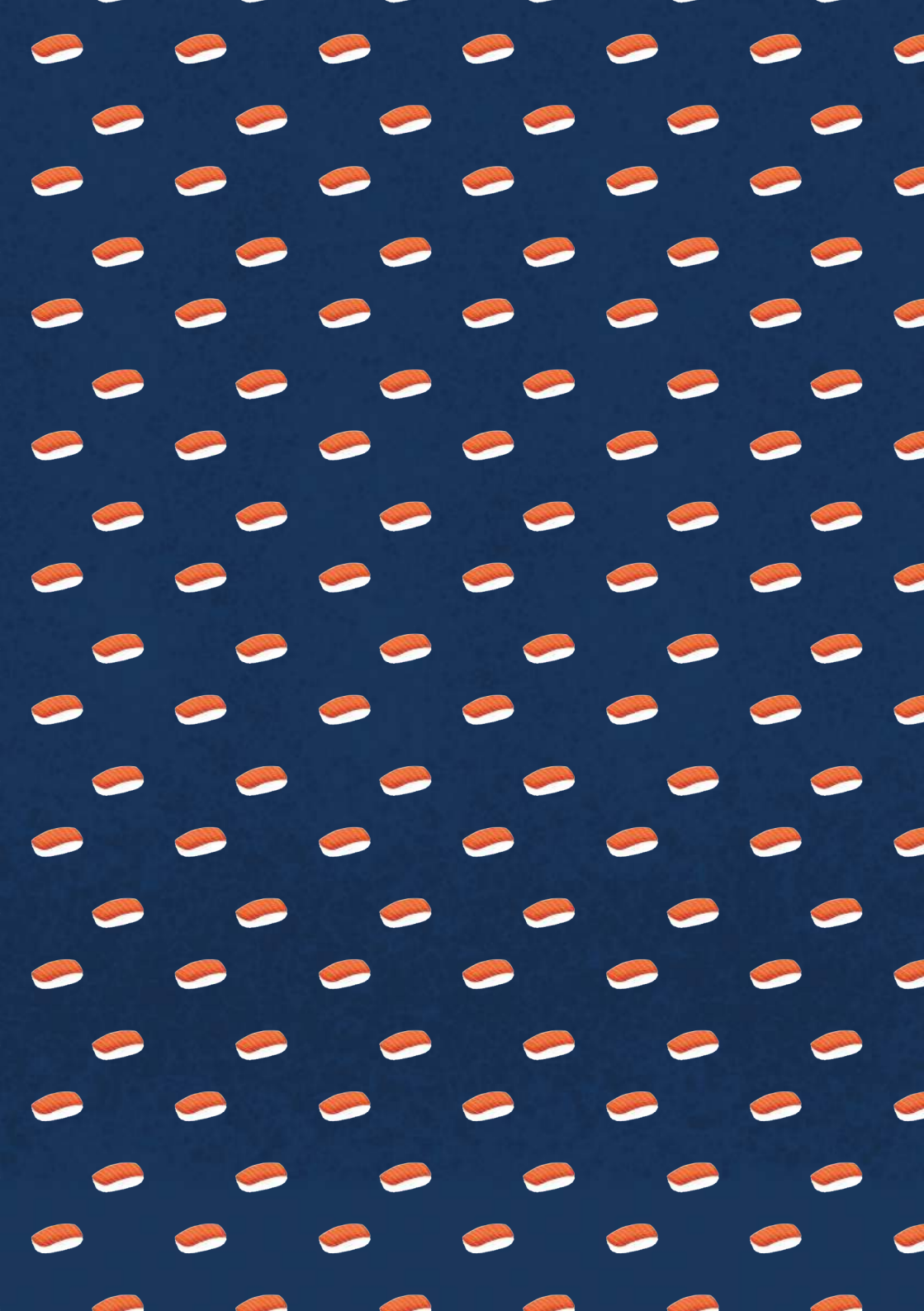
Bringing the joy
of Asian food to you.



Kelly Choi
Founder of Sushi Daily



ILLUSTRATIONS BY BETT NORRIS





Konnichiwa, reader.

Sushi. It's simple, right?

Rice. Soy. Fish. Job done.

Well, simple doesn't always mean straightforward.
To us, simple means elegance, beauty, and sophistication.
An idea perfectly expressed with care, craft, and skill.

Like a pinch of rice, a dash of soy, and slice of fish.
Three ingredients that contain centuries of history and
are rich in complexity.

Which is a roundabout way of saying: we love sushi.
Like, REALLY love it.

It's the reason we hop off the futon every morning.
A cuisine we will never tire of talking passionately about,
and one we've made it our mission to share with the world.
We know there's a lot to sushi, so this book is here to help
simplify things.

Whether you're a full-blown foodie or just dipping your toe
into the world of sushi, read on to start unpacking
the joys of Japan's simplest food.

Let's roll.