


Hatsu Restaurant Logo Presentation



<p><i>C=20</i> <i>M=40</i> <i>Y=60</i> <i>K=80</i></p> <p>Rich Black</p>	<p><i>C=0</i> <i>M=0</i> <i>Y=0</i> <i>K=0</i></p> <p>#FFFFFF</p>	<p><i>C=0</i> <i>M=96</i> <i>Y=94</i> <i>K=0</i></p> <p>#EE2C2A</p>	<p><i>C=17</i> <i>M=100</i> <i>Y=100</i> <i>K=8</i></p> <p>#BB2026</p>	<p><i>C=020</i> <i>M=40</i> <i>Y=60</i> <i>K=80</i></p> <p>#7C1416</p>	<p><i>C=0</i> <i>M=17</i> <i>Y=74</i> <i>K=17</i></p> <p>Gold Foil</p>
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<i>C=20 M=40 Y=60 K=80</i>	<i>C=0 M=0 Y=0 K=0</i>	<i>C=0 M=96 Y=94 K=0</i>	<i>C=17 M=100 Y=100 K=8</i>	<i>C=020 M=40 Y=60 K=80</i>	<i>C=0 M=17 Y=74 K=17</i>
Rich Black	#FFFFFF	#EE2C2A	#BB2026	#7C1416	Gold Foil



VIA DEGLI SCIPIONI 243-243A
00192 ROMA

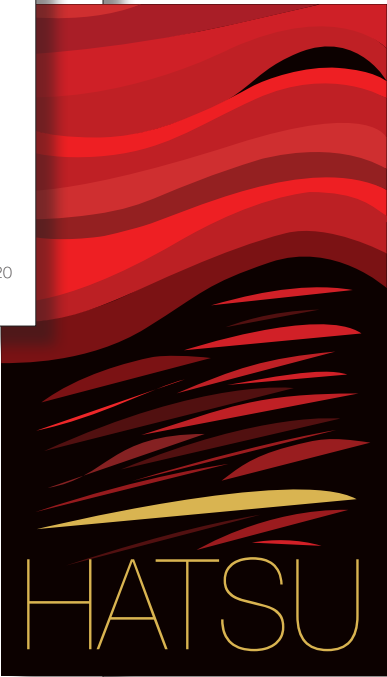
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AKI KIKIGAWA
PROPRIETOR

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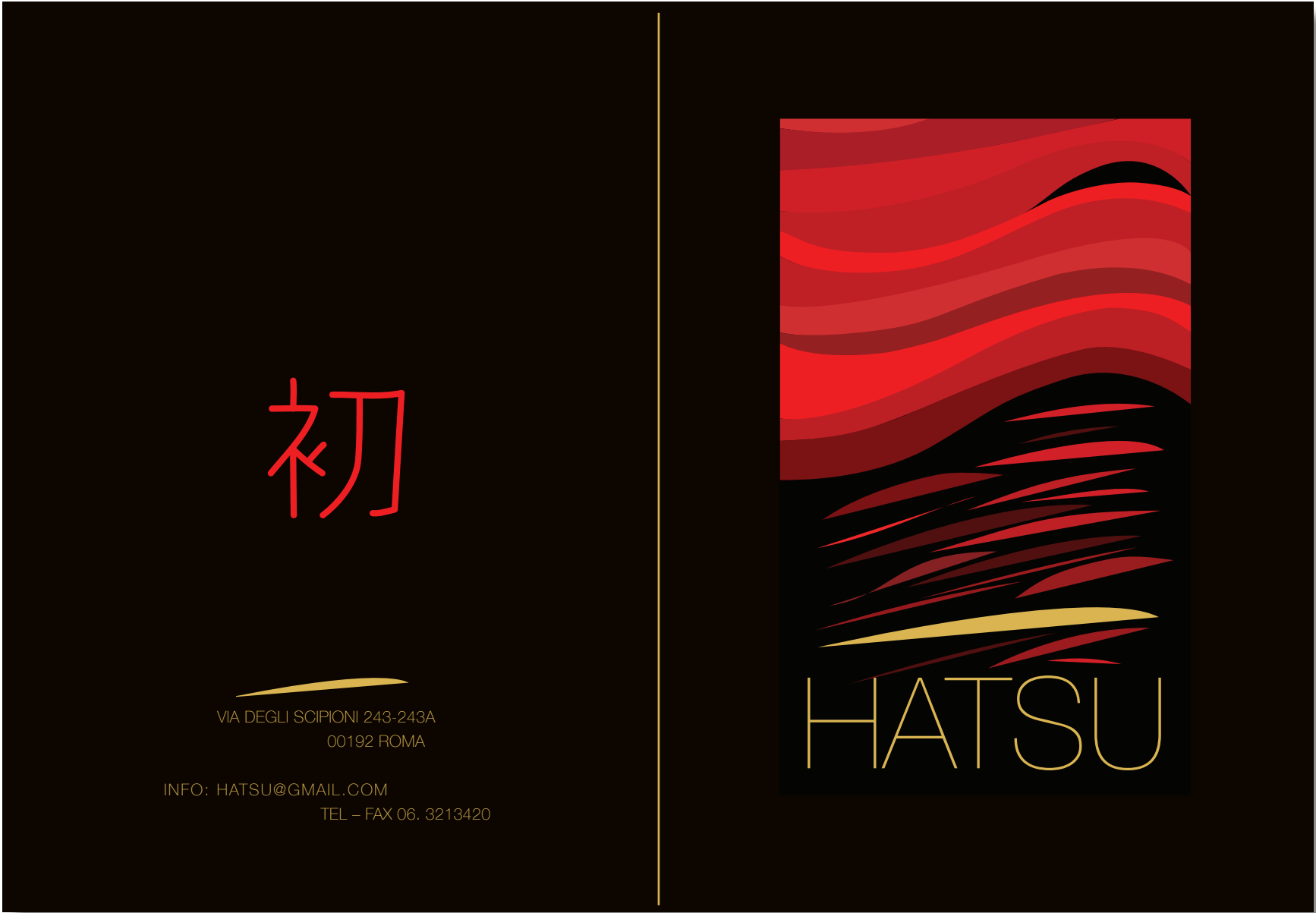
HATSU | VIA DEGLI SCIPIONI 243-243A
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A7Grand Opening Annoucment Card with Envelope



Back/Front

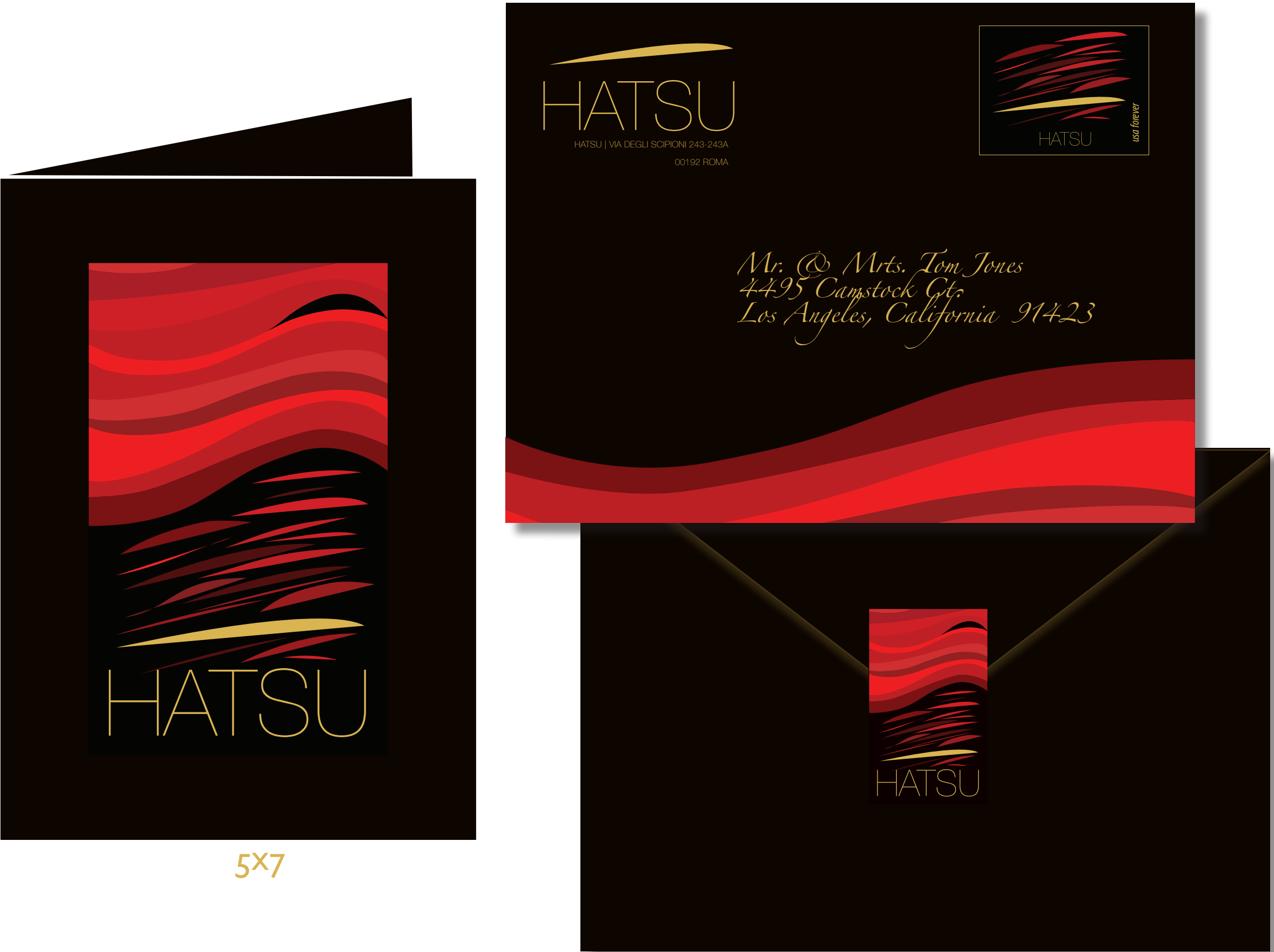
5 × 7

Inside left/right



5 1/4 × 7 1/4

A2 RSVP Card
Return Envelope
Shown with Grand Opening Card and Envelope

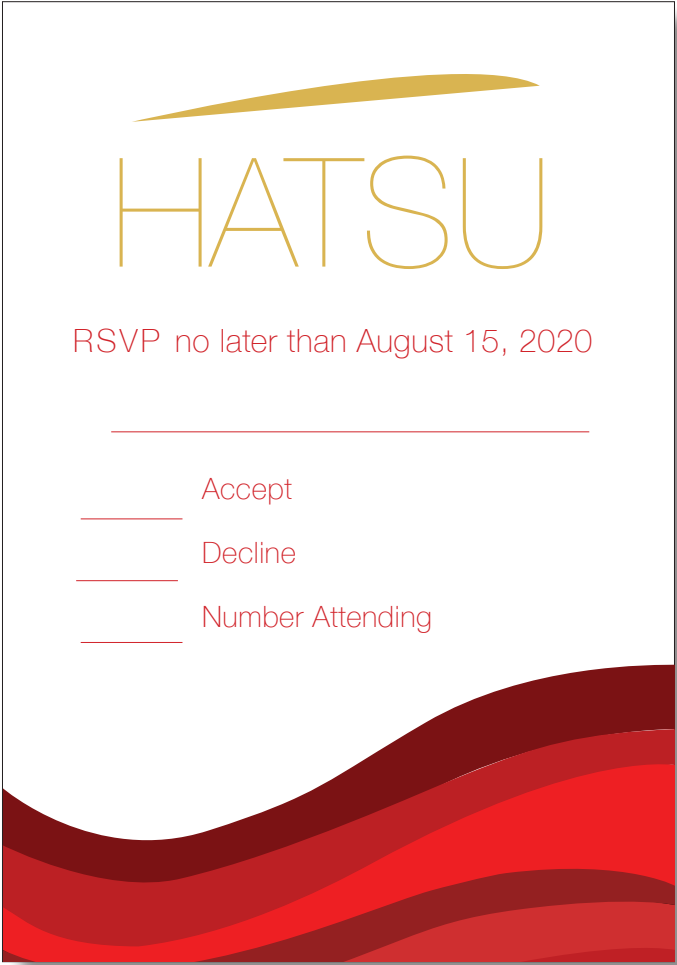


5x7

5 1/4 x 7 1/4



4 3/8 x 5 3/4



4 1/4 x 5 1/2



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初



HATSU

Hatsu
Restaurant
Menu
7x16



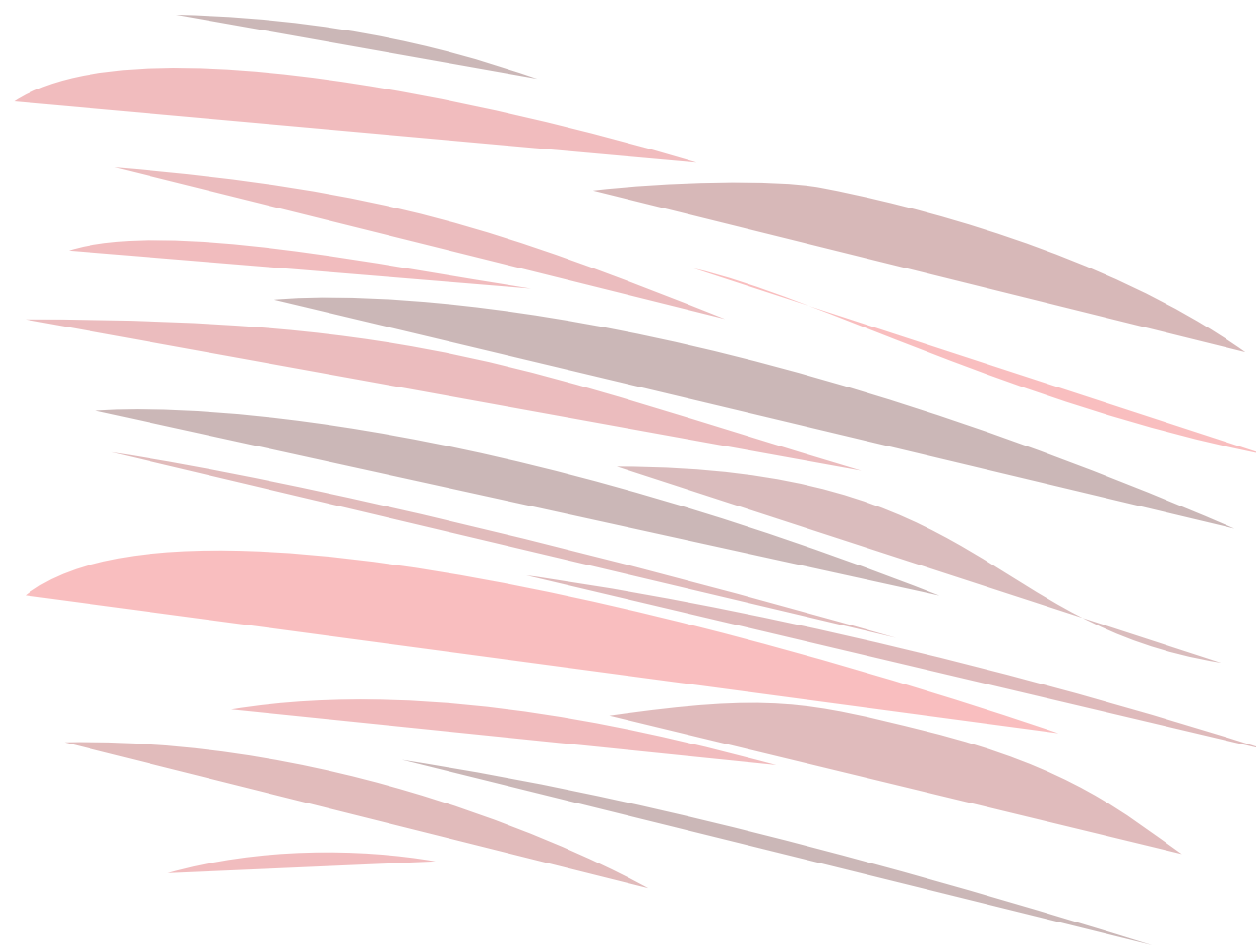
THE HISTORY OF SUSHI

HATSU

Like some cuisines in Japan, the sushi incorporated many foreign influences. Most of these dishes don't even have a hint of the original influential cuisine since they have evolved into entirely different recipes through hundreds of years.

The Edomae sushi (Edo style sushi; Edo is the old name of Tokyo), or plain "sushi" known to the world today, is a combination of vinegar-flavored rice and the Japanese sashimi. All the original ingredients were local to the Edo bay, or the present Tokyo bay.

Sushi is often confused with raw fish and rice. This is correct if referring to the Edo style sushi, but originally, sushi was a term for fermented meat or fish, which was prepared for the sole purpose of preservation.



U2TAH

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ANCIENT JAPAN

It is believed that sushi has its roots in Southeast Asia where fish and meat were salted, then fermented for long periods of time. Records of similar methods of fermented fish are first seen in Chinese scriptures in the 2nd century. It also seemed that it wasn't the most popular dish at the time. This type of sushi is documented in Japan in the 7th century.

CLASSICAL JAPAN

It was later in the Heian period or during the 10th century when uncooked rice was stuffed inside the fish after they were gutted, and cleaned with sake or Japanese rice wine, before they were fermented. A fresh water fish such as carp was often used for this type of sushi, and was called the nare sushi (ripe sushi). The rice aided in the fermentation process and made it quicker to prepare than the original sushi. The rice was discarded after the fermentation was complete (a period of 2 to 3 months depending on the season) and only the fish was consumed.

MEDIEVAL JAPAN

During the Muromachi Period, or 15th century, the nare sushi began to divide into two types, the hon nare (true ripe) and nama nare (raw ripe, or pre-ripe). The hon nare is the original version of the sushi, which began its roots in the 10th century. The nama nare is the same type of sushi, but it is consumed prematurely. This way the rice stuffed inside the fish to aid the fermentation process became somewhat edible. The nama nare sushi is distinct from the hon nare in a way that it has a more pleasant sour taste. Eventually the nama nare became more popular for its quicker preparation and it's extra side dish, the fermented rice which had a mild tangy flavor to it.

EARLY MODERN JAPAN

About a hundred years later, vinegar was beginning to be added to cut the preparation time even further. This way, only minimal time was required for fermentation, since vinegar was added later to artificially create the tangy taste. This was not done just to cut time and cost for hon nare or nare sushi production. It was actually more favorable to people, since nare sushi in general has a very pungent smell, and was not widely appreciated by many, even though it was (and still is) considered a delicacy.

From here on, less and less fermentation was required to create nare sushi, and eventually a new type of sushi using only fresh vinegar and cooked rice began to evolve. This began a trend of new types of sushi being evolved in local areas, such as the Osaka style sushi, Oshi sushi, chirashi sushi and nuku sushi just to mention a few. All of these are still popular in Japan.

MODERN JAPAN

Although sashimi or slices of raw fish were consumed in Japan for centuries, it was not until between 1827 and 1829 when sushi and raw fish were first combined. This became what is known as the Edo style sushi. This is the sushi widely known to the world today. It was initially created as an inexpensive fast food to cater the busy streets of Edo, and proved to be a success from the beginning. The vinegar rice resembling the naturally fermented sushi rice helped the sashimi from spoiling too quickly, and the fast preparation made it ideal for such a business.

During the late 1970s, Japanese businesses started expanding to the United States, and more and more sushi restaurants opened to serve the Japanese businessmen living locally. Besides catering to the local Japanese, sushi chefs in the United States tried hard to introduce sushi to Americans, but it was difficult to persuade people to try eating raw fish. Soon, the California roll was invented, and sparked a new trend towards fusion sushi.

The California roll was the perfect introductory sushi for people unfamiliar to raw fish. More and more Westerners started to eat raw fish and many adaptations were made to the Edo style sushi to adapt with western culture.

The history of sushi is very long, and the interesting thing about it is that the sushi evolves through time. Without the advice and comments of Western customers, it would have been difficult for a conservative sushi chef in Japan to create all the new types of sushi that are now made today.

Some things, which were considered taboo in the Edo style sushi tradition actually turned out to be very good. At the present, the tradition of sushi has spread world wide, and is in the fusion style sushi, or American style sushi phase. It has been this way for almost 20 years and is starting to level off at its peak (as a culinary evolution), since there has really been no revolutionary “breakthrough’s” like the California roll.

Many new rolls are seen here and there, but they are only different combinations of existing ingredients with different names given to them.

Fusion or American style sushi is more of a new versatile attitude towards sushi, and once again, it has been proved to be an evolving cuisine. It will be interesting to wait and see what the next trend in sushi will be like.

HOW TO EAT SUSHI

Sushi is generally eaten with the hands. Steamed towels (oshibori) will be brought after you are seated. Clean your hands and neatly roll, or fold the towel and keep it aside for later use. Lighter tasting ingredients should be consumed early to enjoy their delicate flavors. When seasoning the sushi with soy sauce, try to season the fish (or the main ingredient), rather than the rice. Tilt the sushi while holding it securely with your fingers. Although rarely done, sushi should be consumed upside down, with the main ingredient facing down. Soy sauce should not drip, since only a small amount should be used in the first place.



After eating the sushi, wipe your fingers that were used to hold the sushi. Simply rub it against the towel without picking it up. Some good sushi restaurants prepare special dampened cloths that are folded, and placed near you just for this reason. Before you move on, eat a piece of pickled ginger (gari) to wash or “reset” your palate. Sipping rice wine (sake) is effective as well. Repeat the cleansing of the fingers and palate after each sushi.

Try not to make your dishes dirty. The dish is considered an art of its own, so defacing it is considered a bit rude. So, don't



mix and smother wasabi in the soy sauce dish. Simply put a piece of it on the sushi before lightly dipping it on the tray in one bite. A good sushi chef should be able to estimate a bite size for each customer by looking at them, so they don't have to bite the sushi in half. So if the sushi is too big, then it's not your fault.

Sushi is sort of considered as an art as well, so try to eat it as is. Don't drench your sushi with soy sauce. First of all, this is bad for your health. This also masks the flavors of the sushi, and makes the sushi look like it fell in a bucket of soy sauce. Only a drop or two of soy sauce should

be used. Dip the sushi at an angle and just barely touch the soy sauce. If you are eating a nigiri simply support it with your fingers and turn your wrist so the sashimi side touches the soy sauce. This is not just etiquette, but the best way to taste your sushi.





SASHIMI VERSUS NIGIRI

To understand the comparison between nigiri vs sashimi, one needs to know what is sushi. Sushi is basically vinegared rice served with a variety of dishes. When sushi is served with a single fish topping it is called as nigiri. When a single thin slice of raw fish is served without rice, it is called sashimi.

SASHIMI

Sashimi is often served as an appetizer or palate cleanser at the beginning of a meal. The fish is very thinly sliced and is usually served with an array of garnishes and sauces. Pickled vegetables such as ginger shredded daikon radish, and toasted nori (a type of seaweed) are some common garnishes for sashimi. Sashimi is also served with soy sauce and wasabi. Oftentimes, ground ginger root is added to wasabi for an added flavor.

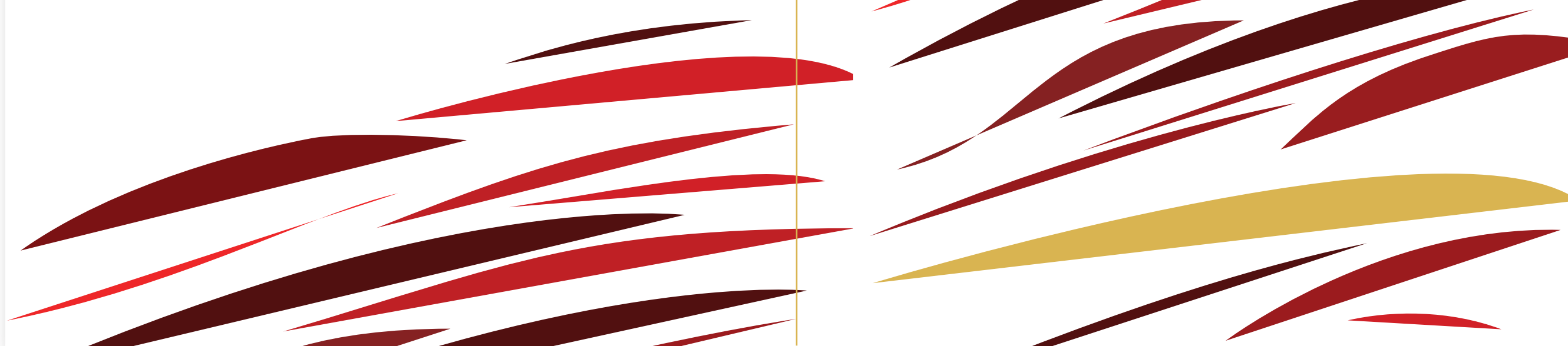
Sashimi is always made from saltwater fish, rather than freshwater fish. The reason is, fresh water fish contains some parasites which are capable of inducing intestinal problems. Fresh fish is always preferred for sashimi, though frozen, thawed fish may sometimes be used. Tuna, abalone, bass, bonito, fish roe, snapper, mackerel, shad, prawns, octopus and squid are some commonly used fish varieties for making sashimi. Fresh fish ensures that the fish used in sashimi retains its flavor. Reputed restaurants and sushi bars have their own saltwater tank which enable them to take fresh fish as per customer's order. At sushi bars you see the dish prepared right in front of your eyes. The chef skillfully slices the fish and removes the bones from it. The dish is then presented with an assortment of garnishes and sauces, as mentioned above.



NIGIRI

Nigiri on the other hand is a true sushi dish as it is served with a clump of vinegared rice or sushi. A small rice clump is made by hand and a thin fish slice is pressed on top of this rice. This fish topping is also called as neta.

The whole mixture may sometimes be tied together with a toasted nori. Often, wasabi is placed between the fish topping and rice clump. The fish topping used in this dish can be raw, grilled, batter fried or slightly smoked, depending upon the variety of fish used. Smoking or grilling kills the parasites and makes the fish safe to eat.



NIGIRI

(2 PIECES PER ORDER)

Ebi (cooked shrimp)	\$4.25	Amaebi (sweet shrimp)	\$5.50
Tako (octopus)	\$5.50	Masago (smelt roe)	\$5.50
Bincho (Albacore)	\$5.50	Tamago (sweet egg omelet)	\$4.25
Hamachi (yellowtail)	\$6.00	Hokkigai (surf clam)	\$5.50
Ika (squid)	\$4.25	Smoked Sake (smoked salmon)	\$5.50
Maguro (yellowfin tuna)	\$5.50	Sake (salmon)	\$5.50
Toro (fatty tuna belly)	\$6.50	Ikura (salmon roe)	\$6.75
Inari (bean curd)	\$4.25	Tai (red snapper)	\$5.50
Suzuki (sea bass)	\$5.50	Uni (sea urchin eggs)	\$7.00
Hotate (spicy scallop & flying fish roe)	\$6.00	Hotategai (scallop)	\$5.50
Kanikama (crabstick)	\$4.25	Unagi (river eel)	\$5.50
Hirame (flounder)	\$5.50	Awabi (abalone)	\$6.50
Tobiko (flying fish roe)	\$6.00		
Saba (mackerel)	\$4.25		

TEMAKI HANDROLLS

(1 per order)

California Hand Roll	\$6.50
Spicy Shrimp Hand Roll	\$6.50
Salmon Skin Hand Roll	\$6.50

ASSORTED BOXES

Assorted Sashimi Box	\$13.00
Assorted Sushi & Sashimi Box	\$16.00

MAKI

(4 pieces per order)

Aki (cucumber roll)	\$4.25
Negihamachi Maki (yellowtail, green onion)	\$6.00
Oshinkomaki (pickled radish roll)	\$4.25
Kanpyomaki (gourd roll)	\$4.25
Soba (egg, crab, cucumber)	\$5.50
Tekkamaki (tuna roll)	\$5.75
Sakemaki (salmon roll)	\$5.75
Salmon Skin Shallot (salmon skin, green onion salmon and cream cheese)	\$7.50
Philly Roll (smoked salmon and cream cheese)	\$7.50

URAMAKI

INSIDE OUT ROLLS SOME TOPPED WITH CAVIAR
(6 pieces per order)

Avocado Roll	\$5.50
Tempura Yam Roll	\$5.50
California Roll (crabstick, avocado)	\$6.50
Spicy Tuna Roll	\$7.00
Spicy Salmon Roll	\$7.00
Sakekyu (salmon, cucumber)	\$6.50
Unagi Maki (river eel, avocado)	\$7.50
Tekkakyu (tuna, cucumber)	\$6.50
Tempura Shrimp Roll (tempura shrimp, avocado)	\$7.50

SPECIALTY ROLLS

Dragon Roll (tempura shrimp, avocado,eel)	\$10.50
Dragon Roll (tempura shrimp, avocado, salmon)	\$9.50
Rainbow Roll (assorted slices fish on top of California Roll)	\$10.50

URAMAKI

INSIDE OUT ROLLS SOME TOPPED WITH CAVIAR
(4 pieces per order)

Futomaki (4 pieces) (crabstick, egg, cucumber, gourd)	\$6.50
Spider Roll (4 pieces) (soft shell crab, flying fish roe, avocado)	\$9.50

VEGETARIAN OPTIONS

NIGIRI - Vegetarian (tomato)	\$4.00
URUMAKI - Vegetarian California Roll (egg, avocado, cucumber)	\$6.50

Prices are subject to change without further notice. | There will be an extra charge for substitutions.



HATSU



IN CONCLUSION

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Some things, which were considered taboo in the Edo style sushi tradition actually turned out to be very good. At the present, the tradition of sushi has spread world wide, and is in the fusion style sushi, or American style sushi phase. It has been this way for almost 20 years and is starting to level off at its peak (as a culinary evolution), since there has really been no revolutionary “breakthroughs” like the California roll.

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Fusion or American style sushi is more of a new versatile attitude towards sushi, and once again, it has been proved to be an evolving cuisine. It will be interesting to wait and see what the next trend in sushi will be like.

Hatsu Specials 5x7 Table Cards



Front



Back



Place Setting



Chopstick & Packaging



Sushi Chef Uniform



Servers Uniform

Unisex Collared Polo Shirts



Front



Back



Front

Merchandising
100% Cotton T-shirts



Exterior Signage



Interior Signage



Reception/Entry



Multiple Billboard Treatments



20x22 Horizontal



Bus Stop Billboard for Visualization



24x10 Vertical



Standing Billboard for Visualization



10x24 Horizontal



Mobile Billboard for Visualization



24x10 Vertical



20x22 Horizontal



Wallscales on Buildings for Visualization