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CONTACT: Bryan Gonzales (210) 296-7966, bryan@sushizushi.com

East Meets West, Fusion Meets Traditional, Southlake Meets Sushi Zushi

San Antonio-based sushi group opens first location in Southlake, eighth in Texas

SAN ANTONIO, Tex. – Ten years ago, Alfonso Tomita, president and CEO of Sushi Zushi, opened his very first location in a small retail strip in NW San Antonio. The market was ripe for something fresh, new and creative and Tomita's delivery of what the public wanted sparked a buzz throughout the city. At the time, the notion of fusion food was relatively unfamiliar to San Antonians, but as word of Sushi Zushi spread, so did the concept. Soon, locals began flocking to the Colonnade shopping center to taste a little of the East and West literally rolled into one.

A Mexican-native of Japanese decent, Tomita had originally planned to open a Mexican restaurant, until he received a word of advice from his then 10-year-old son.

"Do sushi." he said. "Why don't you do sushi?"

After researching the market and examining the demographics of the city, Tomita developed a strategy that would set a sushi restaurant on its feet in San Antonio. He started out with less than 30 employees and built his business from the ground up, bussing tables, waiting on guests and managing all restaurant operations from open to close. Luis Ramirez (now Executive Head Chef of Sushi Zushi) brainstormed recipes, combining traditional Japanese flavors with a bit of Latin American flare. This fusion of cultures, cuisine and flavors remains one of the defining aspects of Sushi Zushi today, distinguishing it from more traditional competitors.

Since 2001, Tomita's restaurant has flourished and what started out as a new concept for San Antonio quickly grew into a full-service restaurant group, complete with a full bar, wait staff and delivery team. Sushi Zushi now boats eight Texas locations in 4 different cities and a promise to continue expanding into new markets.

Both regulars and newbies alike would attest that the restaurant's success lies in its variety. With a selection of over 300 menu items and 95 rolls, Sushi Zushi brings authentic and original interpretations of Japanese cuisine to the American palate. Cooked or raw, spicy or savory, traditional or unique, SZ is designed for everyone from sushi purists to adventurous diners.

The restaurant concept encourages diners to find their favorite dish, comfortably immerse themselves in a new cultural dining experience, and return with more knowledge about Japanese cuisine, culture and customs.

Have a friend who needs an easy transition to sushi, but can't get over the raw fish aversion? Recommend the Cosimo Roll: fried shrimp avocado and cream cheese, tempura fried and topped with a finely chopped crab salad, eel sauce and sprinkled with furikake seasoning. Or perhaps your palate for sushi is a bit more refined? Try the Diamond Roll: spicy shrimp, avocado and cilantro topped with habanero masago, fresh yellowtail and drizzled with a Spicy Sashimi Salad dressing. Guests are strongly encouraged to try something new with every visit

Not only does Sushi Zushi possess one of the most extensive sushi menus in Texas, but also offers take-out and delivery services! You'll see the company's distinctly marked vehicles, cruising around the city as its delivery service becomes increasingly popular. Whether it's work, home or somewhere in-between, Sushi Zushi guarantees fast, fresh delivery within an eight-mile radius of each restaurant.

A recently revamped beer, wine and saké list features an unparalleled selection of fine alcoholic beverages to accompany your meal. Choose from 50+ wines from around the world or venture on to Sushi Zushi's extensive premium saké collection to experience sushi in its original context. A unique signature cocktail list and a full bar make Sushi Zushi a great dining and imbibing destination.

Sushi Zushi is a proud sponsor of both the Boys and Girls Club of America and the Ronald McDonald House Foundation, featuring signature rolls with their namesakes. Such dedication to community is not only present in our menu, but also in our company's core values. In April of 2011, Sushi Zushi worked with The American Red Cross and local chapters of the Japan-America Society to raise over \$67,000 for victims of the Japan earthquake and tsunami. Join Sushi Zushi as it makes a home in beautiful Southlake, Tx. Get a taste of something new and experience the world of sushi, redefined.

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4730 Shavano Oak, Suite 201 • San Antonio, Texas 78249 • (210) 492-5100 • www.sushizushi.com