



Ningenmi News

Welcome to the August issue of Ningenmi News, our monthly Aburi staff news series!



Minami's new Premium Zen features seven delicious kobachi dishes, Aburi sushi, and miso soup!

Ask Aburi:

What does Omotenashi mean?

We hear this word often, but what does it really mean? We interviewed Alan, Aburi's Corporate Chef, to better understand Boss's vision for Aburi.



"Omotenashi is all about going above and beyond guest expectations in order to create memorable dining experiences. Providing this wow-factor can happen anywhere, both front and back of house. For example, back of house can accomplish this by accommodating guests' dietary restrictions, religious preferences, and other special requests. This ensures that guests will have the best possible experience while dining. As a chef, I don't think of omotenashi as a one-off occurrence; it's what we should all be striving for on a daily basis." -Alan

Aburi Family Highlight: Seung at Miku Vancouver

"By far our best restaurant in town now. Not only is the food out of this world delicious, but the service and the location is just perfect! Our server last Friday was just amazing!! Kudos to you Seung, you made our special night perfect. Will 100% recommend Miku for any occasion from casual to special. If you haven't tried it yet, do it now!"
-Alejandra G. from TripAdvisor

Meet Aburi's Head Office Team: Marketing, Events & Admin

"We're Tiffany, Sasha, Cody, Montana, and Karmen, and we make up the Marketing, Events, and Admin departments of the Aburi team -- nice to meet you! We come in and out of the restaurants from time to time, so if you see us visiting don't hesitate to say hi!"

Here's a quick rundown of our roles at Aburi:

Marketing: Sasha & Tiffany (special feature menus, online promotions, media events)

Admin: Cody (regular menus, immigration, systems support, assisting with events)

Events: Montana & Karmen (private dining, catering, buy-outs)



Feature Aburi Staff Photo: The Miku Toronto Team!



Mike and Harry



Daiki, Moon Ju, and Nick

Have a photo of the team that you'd like to share? Send it to Tiffany at tiffany@aburirestaurants.com.