

January 2019



# Aburi Family NINGENMI NEWS

Welcome to the January issue of Ningenmi News,  
our monthly Aburi team news series!



## TORA

ABURI SUSHI

Announcing the official opening of our  
newest concept, TORA, where Japanese  
tradition meets technology.



Taste the future of Aburi cuisine, with  
over 100 menu items, including new Aburi  
Oshi creations and TORA exclusive EdoPrime  
Nigiri, inspired by Edomae style sushi  
with premium Japanese seafood.

In Toronto's Yorkdale Shopping Centre,  
South West Corner

Find the newest Aburi family member online @aburitora / aburitora.com

# ABURI FACTS: THE HISTORY OF KAITEN ZUSHI

*As we celebrate the launch of TORA, our innovative take on integrating Aburi sushi and technology, let's take a brief look at the history and pioneer of this incredible industry:*

The concept of delivering sushi through an automated belt system was conceived by Osaka native Yoshiaki Shiraishi in 1958. Inspired by the conveyer belt process for beer bottles in the Asahi brewery, Shiraishi adapted this system as a then never-seen-before, interactive way to enjoy sushi at his own restaurant, Mawaru Genroku.

Thanks to the integration of this belt system with his restaurant, Shiraishi was able to counter multiple issues with his business, notably towards staffing, keeping his operation efficient, and his sushi prices affordable.

Now, we at Aburi are taking the latest advancements in information and technological systems, and integrating it with our exceptional sushi and strong brand to create our very own TORA experience.

We are proud to create our own novel approach to enjoying sushi at TORA; different from Shiraishi's, yet familiar in the way that we both strive to provide a truly innovative dining experience through combining sushi and technology.



## 8 QUESTIONS WITH ABURI'S PAUL

*Sous Chef, Miku Vancouver*

### HOW LONG HAVE YOU BEEN WITH ABURI FOR?

5 and a half years

### WHAT WAS YOUR STARTING POSITION?

Grill station at Miku Van

### FAVOURITE DISH AT THE RESTAURANT?

Acero's Omakase or Miku Signature Bouillabaisse

### FAVOURITE ABURI WORD?

Irrashimase: a simple greeting from all staff can easily put a smile on guests' face and warm their hearts.

### FAVOURITE PLACE YOU'VE TRAVELLED TO?

Barcelona

### YOUR FAVOURITE RESTAURANT (OUTSIDE OF ABURI)?

Afuri

### WHAT ARE YOU OBSESSED WITH LATELY?

Tofu

### YOUR GO-TO KARAOKE SONG?

如果還有明天  
死了都要愛



# DINING OUT

## at Minami and Gyoza Bar

*Dine Out Vancouver is back in town!*  
Find the bustling crowds at Gyoza Bar and Minami from January 18<sup>th</sup> to February 3<sup>rd</sup>.

### LUNCH

Visit Minami for their feature Dine Out Minami Zen, complete with Lead Pastry Chef Nikki's incredible Genmaicha Mousse. It was so delicious that, after the photoshoot, I ate the entire dessert by myself and did not share with Cody.

### DINNER

For dinner, drop by Gyoza Bar and customize your perfect three-course dinner. I personally recommend the Miyazaki Chicken Nanban Bao Board with Kombu Butter Poached Half Lobster Tail!

### PRIORITIZE YOUR WELLBEING THIS DINE OUT SEASON

During these times of high volume and frequent table flips, remember to take a breather every now and then, stay hydrated, and bring enough snacks for your shift.

#### ABURI TEAM HIGHLIGHT

### VINCE

at Miku Vancouver

“ The food was a 5 star experience but the staff, especially the bar manager Vince made this a 10 star experience. Way to go team! ”

(Allan B., Google)

### Message from the editor

## TIFFANY'S EPIPHANIES



I had a lot of fun researching this month's Ningenmi News -- I knew that the concept of kaitenzushi originated from Osaka, but I never knew the full story behind it! My favourite part was how Shiraishi had adapted it from the Asahi brewery conveyer belt. I encourage you to learn more about the interesting history behind this harmonious marriage between technology and sushi, and how it played a role in the diet of Japanese people, especially post-economic bubble burst in the 90's.

Below are the articles that I have referred to during the research process:  
<https://www.saveur.com/conveyor-belt-kaiten-sushi>  
<https://www.japantimes.co.jp/life/2015/11/27/food/future-conveyor-belt-sushi/>  
<https://onlinelibrary.wiley.com/doi/pdf/10.1111/j.1541-4337.2011.00180.x> (a scholarly article!)

