

TATAKI, AMERICA'S FIRST SUSTAINABLE SUSHI RESTAURANT, OPENS ITS DOORS

San Francisco, Calif., April 16, 2008 – **Tataki Sushi & Sake Bar** is proud to announce its grand opening, providing eco-conscious San Francisco with the first sushi restaurant dedicated to sourcing only high-quality, environmentally responsible seafood.

An intimate jewel-box of a space with just seven tables and a sushi bar, **Tataki** showcases the beauty and delicacy of Japanese cuisine while respecting the sanctity and fragility of the environment. To this end, chef-owners Raymond Ho and Kin Lui have created a menu that celebrates the flavors of the ocean while ensuring that every item is caught in an environmentally sound manner.

Ho and Lui are advised and kept up-to-date on recommendations by Fishwise, a nonprofit organization that helps businesses make sustainable seafood choices.

“The sushi industry draws from some of the most depleted fish stocks on the planet,” says Casson Trenor, FishWise Business Development Director and author of the forthcoming book *Sustainable Sushi*. “The five most popular sushi items in the United States — longline tuna, farmed salmon, farmed imported shrimp, farmed freshwater eel (*unagi*), and farmed Japanese amberjack (*hamachi*)—are all generally unsustainable. **Tataki is the only sushi restaurant in the U.S. to offer sustainable alternatives to all five.**”

How does **Tataki** lead the way with its commitment to the environment? Some examples: Instead of serving bluefin tuna, which is endangered and chock-full of mercury, **Tataki** serves yellowfin and albacore tuna caught by handline, which avoids the accidental capture of seabirds and turtles that occurs with longline fishing. Since farmed Atlantic salmon is notorious for parasites and pollutants, **Tataki** uses wild Alaskan salmon and arctic char. And the fragile farmed freshwater eel is replaced by the hardier and healthier wild conger eel.

The chefs are pleased to present these impeccable seafood choices in an inventive menu of sashimi, nigiri, and specialty rolls, as well as tataki, a lightly seared raw fish preparation that is the house signature.

Innovative dishes include thinly sliced arctic char carpaccio topped with capers and a yuzu citrus sauce; and kampachi tataki, seared slices of Hawaiian almaco jack served with avocado and a jalapeño ponzu sauce. **Tataki** is also excited to provide an extensive selection of premium sake, wine, and beer. And since seasonality is a vital part of sustainable dining, the chefs will periodically offer dishes that spotlight local foods.

Guests are welcomed into the restaurant by a swish-shaped screen that opens up to a candle-lit dining room decorated in a warm, earth-toned palette. Handcrafted polished bamboo tables were built by Ho and Lui themselves. All design details, from the recessed lights and bamboo trimmings to the serving plates and eating utensils made from rapidly-

renewing bamboo and environmentally friendly hardwood like acacia, were also carefully chosen by the duo.

Though **Tataki** has been open for just a brief time, the restaurant's extinguisher roll is quickly becoming a neighborhood favorite—a spicy eco-friendly amberjack topped with avocado, habañero-spiced tobiko, and hot sauce, it is presented with a flaming flourish of lighted salt and Bacardi 151.

Why **Tataki**? According to the chefs, they're just regular guys who love to play with fire.

Tataki is located at 2815 California Street in Pacific Heights, at the southwest corner of Divisadero Street. Lunch and dinner are served Monday through Friday, and dinner only on Saturday. The restaurant is closed on Sunday. For more information on our menus and our mission, please visit www.tatakisushibar.com or contact us at 415.931.1182. If you'd like to find out more about sustainable seafood choices, please contact Casson Trenor at c.trenor@fishwise.org.