



October 12, 2021

FOOD & LIFE COMPANIES LTD.

Expo 2020 Dubai Started on Oct. 1, 2021
Sushiro Restaurant Opens at Expo 2020 Dubai
w/about 120 fully halal menus

FOOD & LIFE COMPANIES LTD. (HQ in Suita city, Osaka prefecture / President & CEO Koichi Mizutome) have opened a Sushiro restaurant at Expo 2020 Dubai (Oct. 1, 2021 – Mar. 31, 2022). The Sushiro restaurant is the only restaurant participant at Japan Pavilion. Go to Expo Sushiro's special event website (English) for more details including 120 all halal menu items. (<https://sushiro-expo2020dubai.jp/>)

Sushiro to present Japan's excellent sushi culture to the visitors from all over the world

Sushiro will present about 120 menu items consisting of roughly 70 sushi items, 20 side menus, 10 desserts and 10 drinks – the similar item breakdown to that of Japan Sushiro. Sushiro fans love the idea that Sushiro offers same-quality menus everywhere in the world. And the same applies to Sushiro at Expo 2020 Dubai. Sushiro is committed to present Japan's excellent sushi culture to the visitors from all over the world. The visitors can enjoy not only the original menus but also the special items developed exclusively for this Expo.

Sushiro's New Challenge. All Halal Menus that Anyone and Everyone Can Enjoy.

For its inaugural restaurant in the Middle East, Sushiro has also prepared its first fully halal menu. In order that Muslim diners can enjoy the wonder of sushi, all dishes available at Sushiro Expo 2020 Dubai are prepared with halal ingredients. Though its restaurants already offered many dishes that used halal ingredients, Sushiro has gone further this time by undertaking a complete overhaul of how its dishes are prepared. This process of trial and error involved changing some ingredients and condiments to ensure everything meets local halal standards and could receive official approval by the Expo 2020 Dubai. The result is a menu of halal sushi dishes that stay true to the beloved taste of Sushiro's Japanese cuisine. Visitors to the Japan Pavilion restaurant have the chance to try this pioneering halal menu that will mean Sushiro's popular sushi can reach even more countries and regions in the future.

Sushiro in Expo 2020 Dubai

Operating hours; 10:00a – 23:00p (Last entry allowed at 22:00p)

Capacity; 92 seats

Menu; about 120 items (sushi, side menu incl. desserts, drinks - all halal)

Available Languages; English, Arabic, Japanese

Sushiro Expo 2020 Dubai Website (English) ; <https://sushiro-expo2020dubai.jp/>

[Japan Pavilion]

Expo 2020 Dubai Website

<https://expo2020-dubai.go.jp/ja/>

Japan Pavilion Leaflet

<https://media.expo2020-dubai.go.jp/japan-pavilion-en-screen.pdf>



Sushiro Dubai Restaurant Design Sketch

[Organizer]

Ministry of Economy, Trade and Industry

[Co-organizers]

Ministry of Internal Affairs and Communication

Ministry of Education, Culture, Sports, Science and Technology

Ministry of Agriculture, Forestry and Fisheries

Ministry of Infrastructure, Land and Transportation

[Participating organization]

Japan External Trade Organization



[Expo 2020 Dubai]

Expo 2020 Dubai is the first international registered exhibition held in the Middle East and African. It is held in Dubai, UAE in 2021 – the 50th anniversary year of the founding of UAE.

Outline for Expo 2020 Dubai

Period: October 1, 2021 – March 31, 2022 (182 days)

Venue : Dubai, the United Arab Emirates (UAE)

Theme : 'Connecting Minds and Creating the Future'

Sub Theme : 1) Mobility 2) Opportunity 3) Sustainability

Area : 438ha

Participants : 192 country pavilions

Visitors : approx. 25 million (estimate)

Official website: <https://www.expo2020dubai.com>