



July 2, 2025

FOOD & LIFE COMPANIES LTD.

SUSHIRO To The Future: Expo Edition
New Sustainable Sushi Featuring Seafood Species
Adaptable to Rising Ocean Temperatures
Available Starting Wednesday, July 2

Delicious sushi crafted with Kuruma Shrimp raised on Taketomi Island in the Yaeyama Islands and Cobia, a premium warm-water white fish

FOOD & LIFE COMPANIES LTD. (Head office: Suita City, Osaka Prefecture; President and CEO: Masahiro Yamamoto; hereinafter referred to as “F&LC”) has announced that its subsidiary, Akindo Sushiro Co., Ltd. (Head office: Suita City, Osaka Prefecture; President and CEO: Kohei Nii; hereinafter referred to as “Sushiro”) will launch three new sustainable sushi items on Wednesday, July 2. These new offerings will be served at SUSHIRO To The Future: Expo Edition, a restaurant operated by Sushiro at Expo 2025 Osaka, Kansai, Japan, where visitors can enjoy meals while learning in a fun and engaging way about initiatives for sustainable fishing.

These new items will be added to Fish of Tomorrow series, which already includes two dishes previously announced. They feature land-farmed seafood and species that can be cultivated even as ocean temperatures rise. We encourage you to take this opportunity to try these Expo-exclusive offerings.



Fish of Tomorrow




Pickled Cobia from
Churaumi



Red Emperor from Ainan



 Land Farmed Kuruma Shrimp

Three New Sushi Items Made with Seafood Species Adaptable to Rising Ocean Temperatures Added to Fish of Tomorrow Series

All of the seafood served at SUSHIRO To The Future: Expo Edition is farmed, reflecting the growing importance of sustainable seafood that does not depend on wild stocks. Among them, Fish of Tomorrow series features sushi made with seafood raised using advanced technologies, such as land-based aquaculture. Starting Wednesday, July 2, three new items will be added to the lineup, all made with species that can be sustainably farmed even as summer ocean temperatures rise due to global warming. We invite you to enjoy Fish of Tomorrow series—sushi made with sustainable seafood and crafted with Sushiro’s signature commitment to great taste—available only at SUSHIRO To The Future: Expo Edition.

Land Farmed Kuruma Shrimp

This Shrimp is raised with clean seawater from the Yaeyama Islands using a low-density* land-based aquaculture system designed to minimize stress. It offers a refined sweetness and springy texture. The farming operation is environmentally conscious and coexists in harmony with the island’s natural surroundings.

* The Shrimp are raised at a density of fewer than 100 shrimp per square meter—less than half the density of conventional Shrimp farms. (according to Euglena Taketomi Ebi Farm)

Red Emperor from Ainan






This premium white fish thrives in warm waters and is said to be so rare in the wild that it appears “once in a thousand years,” or *sen’nen* in Japanese—a rarity at conveyor belt sushi restaurants. The farm-raised version features a refined umami unique to white fish.

Pickled Cobia from Churaumi

Raised in the warm seas of Okinawa, this farm-raised fish is characterized by its moderate fattiness and refreshing flavor.

■ Overview of the Fish of Tomorrow series

New product to be added on or after Wednesday, July 2

Product name	Price (tax included)	Date of product launch	Product image	Description	Aquaculture methods
【New announcement】 Land Farmed Kuruma Shrimp	¥ 330	7/2		These Kuruma Shrimp are raised in clean seawater from Taketomi Island, home to Japan’s southernmost shrimp farm. Cultivated in a land-based, environmentally responsible setting, each shrimp is carefully peeled one by one in the restaurant to preserve its refined sweetness and delightfully springy texture.	land-based
【New announcement】 Pickled Cobia from Churaumi	¥ 330	7/2		Raised in the pristine waters of Okinawa, Cobia is a southern species that thrives in warm seas. Fast-growing and highly resilient to environmental changes, such as rising ocean temperatures, it offers translucent flesh, a moderate fattiness, and a savory flavor.	mariculture
【New announcement】 Red Emperor from Ainan	¥ 390	August		Red Emperor (Sen’nendai) takes its name from the Japanese word sen’nen—“a thousand years”—a nod to the belief that it appears in the wild only once in a millennium. Fittingly, it is seldom seen at conveyor belt sushi restaurants. This warm-water species is farmed in Ainan, Ehime Prefecture—an ideal aquaculture site nestled between mountains and nourished by the Kuroshio Current. Resilient to rising ocean temperatures, this white fish offers a refined, elegant umami.	mariculture
【Announced on April 3】 Salt Land Farmed Malabar Grouper	¥ 270	7/2		This premium grouper from Okinawa was made possible by collaborative industry-academia research. Savor every bite to enjoy the delicate white meat of this land-raised premium grouper from Okinawa.	land-based
【Announced on April 3】 Aquaculture Great Amberjack	¥ 330	September		The firm but fatty meat has a silky texture and delicate flavor. Wild, young amberjack is usually chosen for farming, but Sushiro has taken on the challenge of raising and selling fully farmed greater amberjack for the first time.	fully farmed

The concept of the restaurant is “Sustainable Sushi Sourcing: To the Future of a Sushi Restaurant in 2050.”

F&LC has been working to adapt to the changes in the natural environment and make sustainable fishing possible. It invests in and forms business alliances with companies that employ fish farming technologies to build a foundation for stable procurement. At this restaurant, diners will be given the opportunity to enjoy delicious sushi while also learning about the issues surrounding sustainable fishing in a fun way. They will also explore the cutting-edge technologies being used to address these issues through a unique dining experience.

■Overview of the restaurant

Restaurant name: SUSHIRO To The Future: Expo Edition

Hours of operation: 10:00 a.m. to 9:00 p.m.

Building area: 417.57 square meters

Number of seats: 196

Period of operation: Sunday, April 13 to Monday, October 13, 2025

Location: The Forest of Tranquility Zone

website : <https://www.akindo-sushiro.co.jp/expo2025/>









<Reference>

■Reference press release

SUSHIRO To The Future: Expo Edition OPEN

<https://food-and-life.co.jp/wp-content/uploads/2025/04/20250403.pdf>

■Available from April 13 Overview of the Fish of Tomorrow series

Product name	Price (tax included)	Date of product launch	Product image	Description	Aquaculture methods
Land Farmed Sea Urchin in Nori	¥ 550	4/13		Intense seaweed grazing by underdeveloped sea urchins whose population has exploded has become a cause of sea desertification. We are using sea urchins that are well fed and carefully cultivated using special technologies in land-based farms. By enjoying this delicacy with a sweet and rich flavor, people can indirectly support ocean conservation.	land-based
Land Farmed Vinegared Mackerel	¥ 390	4/13		The mackerel is raised in land-based fish farms using underground seawater. The fine, lightly vinegared fatty meat is delicious and it only has a hint of the smell characteristic of bluefish.	land-based
Land Farmed Shortfin Eel	¥ 390	4/13		The eel is locally raised in the only land-based eel farm in Osaka. It is raised in an environmentally friendly way using organic feed. This local product is known for its fluffy texture and delicate flavor.	land-based
Land Farmed Fuji Atlantic Salmon	¥ 270	4/13		The Atlantic salmon is raised sustainably in a land-based farm in Oyama-cho, Shizuoka Prefecture located at the foot of Mt. Fuji using an environmentally friendly recirculating aquaculture system that operates by recycling precious water. It has the chewy texture that is unique to fresh salmon.	land-based
Land Farmed Filefish Ponzu Gelee	¥ 390	discontinued		Being raised in land-based fish farms, even the liver can be safely consumed. Savor every bite to enjoy the rich liver and the meat with its strong and sweet taste.	land-based
Land Farmed Sennan Conger Eel	¥ 270	discontinued		Young conger caught in Osaka Bay is raised in an environmentally friendly, land-based farm in Sennan City, Osaka as a solution for the dwindling natural eel numbers. It melts in your mouth at the first bite but also has a full flavor.	land-based

<Contact for media inquiries>

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