

**Media Contact:**

**Jane Lui**

**VIZ Media, LLC**

**jane.lui@viz.com**

**(415) 546-7073 x176**

**PRESS RELEASE**

**FOR IMMEDIATE RELEASE**

VIZ MEDIA RELEASES *SUSHI: JIRO GASTRONOMY*

*Concise And Comprehensive Guidebook By Japan’s Most Famous Sushi Chef Is A Vivid Must-Read For Lovers Of Japanese Cuisine*

**San Francisco, CA, September 14, 2016 –** VIZ Media, LLC (VIZ Media),a premier company in the fields of publishing, animation distribution, and global entertainment licensing, delivers a mouth-watering guide to sushi with the release of SUSHI: JIRO GASTRONOMY on October 11th.

SUSHI: JIRO GASTRONOMY is a unique new culinary guidebook that presents an extraordinary journey through the delectable seasonal offerings at Japan’s most famous sushi restaurant, Sushi Sukiyabashi Jiro, featured in the award-winning documentary film *Jiro Dreams of Sushi*. SUSHI: JIRO GASTRONOMY will be released with a print MSRP of $14.99 US / $16.99 CAN.

Succinct yet comprehensive, this little jewel of a book takes you through the seasonal offerings at Jiro Ono’s famed Tokyo restaurant, Sukiyabashi Jiro. Descriptions of each type of sushi, featuring commentary from master Ono, are accompanied by beautiful full-page photography. Readers can learn the seasons in which the sushi is best served, the correct methods of eating it with either fingers or chopsticks, and how and when to use condiments.

“Compact, portable, and stylish, SUSHI: JIRO GASTRONOMY is the distillation of a lifetime’s worth of knowledge and a great companion for sushi lovers everywhere,” says Leyla Aker, VIZ Media Senior Vice President of Publishing. “We have given this release a high-quality presentation befitting the subject matter, with a gorgeous press-varnished book jacket, custom endpapers, and scores of mouth-watering, full-color photos. This new release is a must-read for any fan of sushi or lover of world-class cuisine.”

Born in Shizuoka Prefecture on the coast of Japan, master chef Jiro Ono began apprenticing to become a sushi chef at a young age. In 1965 he opened Sushi Sukiyabashi Jiro, widely considered to be one of the best sushi restaurants in the world. In 2011 the chef and his restaurant became the subject of the award-winning documentary film *Jiro Dreams of Sushi*.

For additional information on SUSHI: JIRO GASTRONOMY and other titles distributed and published by VIZ Media, please visit [www.VIZ.com](http://www.VIZ.com).

**About VIZ Media, LLC**

Established in 1986, VIZ Media is the premier company in the field of publishing, animation distribution, and global entertainment licensing. Along with its popular digital magazine WEEKLY SHONEN JUMP and blockbuster properties like NARUTO, DRAGON BALL, SAILOR MOON, and POKÉMON, VIZ Media offers an extensive library of titles and original content in a wide variety of book and video formats, as well as through official licensed merchandise. Owned by three of Japan's largest publishing and entertainment companies, Shueisha Inc., Shogakukan Inc., and Shogakukan-Shueisha Productions, Co., Ltd., VIZ Media is dedicated to bringing the best titles for English-speaking audiences worldwide.

Learn more about VIZ Media and its properties at [www.VIZ.com](http://www.VIZ.com).

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