



**For Immediate Release**

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## **Yamaguchi Sushi Reigns Supreme at Roy's Restaurants**

**Newport Beach, California, October 2007** – Roy Yamaguchi, James Beard award winner and founder of **Roy's**, has created a stir with an innovative and untraditional menu of sushi, aptly titled Yamaguchi Sushi. Differentiating his sushi from the rest, Chef Roy incorporates his signature bold sauces, spices and ingredients with expert preparation and exquisite presentation. Its unique and tantalizing flavors have made Yamaguchi Sushi one of the most popular dishes at **Roy's**.

Initially inspired by his cousin and longtime sushi chef, Amy Yamaguchi, Roy enlisted the talented Lorin Watada to introduce the art of sushi into his restaurants. By placing a greater emphasis on the utilization of unorthodox ingredients, sauces and spices in the preparation of the sushi, he has created a tempting and eclectic twist on a Japanese classic.

The Yamaguchi Sushi menu includes a variety of traditional sashimi, nigiri, and maki rolls. Historically, a characteristic of sushi making is to accentuate the natural flavors of fish, but Roy's modern take features sauces, vegetables, seaweed and rice to heighten the flavor. Maki rolls featured on the menu include the Lakanilau Roll (Kobe Beef wrapped around Crab, Tempura Asparagus & Avocado with Sesame Miso & Kabayaki); Auntie Lei's Aloha Roll (Spicy Tuna topped with Salmon, Yellowtail & Avocado with Hawaiian Ginger Ponzu); and Sunrise at Haleakala (Tuna, Hamachi, Salmon Asparagus & Avocado Tempura Roll with Dynamite Butter Sauce).

"Ultimately, our sushi weaves a more colorful tapestry as it creates a fresh, new fusion for today's eclectic palate," says Yamaguchi. "It is an experience unlike any other."

First introduced in Honolulu, **Roy's** has become well known throughout the world for its Hawaiian Fusion® Cuisine – featuring the freshest local ingredients, European sauces and bold Asian spices with a focus on seafood. **Roy's** fresh ingredients and assertive flavors are all rolled into mouthwatering sushi rolls and served nightly for dinner. Delicious and innovative cuisine and **Roy's** renowned "aloha" style of service ensures that your dining experience will be an evening of pure pleasure. Chef Yamaguchi welcomes guests to come and try his bold sushi fusion at any of his 34 restaurants. For restaurants, please visit [www.roysrestaurant.com](http://www.roysrestaurant.com).

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