



**Japanese Fresh Fish Specialist
Uogashi Nihonichi
Opens its First Overseas Branch at AIRSIDE in Kai Tak
Introducing an Authentic Standing Edomae Sushi Experience**

*Two exquisite omakase menus priced at HK\$398 and HK\$588
showcase premium seafood and traditional knife and presentation skills*



(28 September 2023, Hong Kong) **Uogashi Nihonichi**, the renowned Japanese fresh fish specialist, is thrilled to announce the soft opening of its first overseas branch located at AIRSIDE, Kai Tak, Hong Kong, offering a casual, convivial take on sushi. With a rich history dating back almost 35 years, the brand's unparalleled stand-up dining experience brings the traditional 'standing sushi' culture to Hong Kong, focusing on affordable yet high-quality Edomae sushi.

Operated by Cafe Deco Group, **Uogashi Nihonichi** Hong Kong provides an intimate setting, accommodating up to 15 people within a cosy yet vibrant space. In Japan, the name has been synonymous since 1989 with the finest sushi enjoyed standing at the counter. Now with almost 30 successful branches across the country, it is one of Japan's most beloved sushi establishments, having received high praise from reputable media such as Time Out Japan, and holding the prestigious distinction of being one of the few sushi restaurants with auction rights in the key local fish markets.

Diners can enjoy an abundance of seasonal ingredients sourced from clean waters. Reflecting the four seasons, the fresh, premium fish and shellfish are prepared with the expert precision expected of sushi masters in ways that showcase natural flavours and textures. Touches of novelty in the presentation elevate the sushi indulgence to new heights.

Uogashi Nihonichi's impressive array of sushi is ordered by the piece or as a set including salad, soup and chawanmushi (steamed egg). There are 3 sets to choose from: *Grilled Sushi Set* (HK\$248); an 11-course *Sushi Omakase Set* (HK\$398) serving 10 pieces of nigiri sushi plus a hand roll; and the exceptional 12-course *Omakase Set* (HK\$588) featuring 4 types of sashimi, 7 pieces of nigiri sushi and a hand roll.

Donburi in a variety of sets (priced from HK\$168) is another house signature. Diners ordering sets, which are available all day, can top up with a la carte sushi at a 10% discount. Takeaway sushi sets (8, 12 or 24 pieces priced from HK\$188) are ideal for home or office parties.

Capturing the essence of **Uogashi Nihonichi**'s commitment to quality, *Uni* (sea urchin) from Hokkaido is renowned for its superior taste, attributed to the abundance and freshness of sustenance found in its native habitat. *Ishigakigai* (Bering Sea cockle) from Iwate is prized for its firm and crunchy texture, with subtle hints of seaweed, while *Konbumori Oysters* from Hokkaido are known for their plump flesh and creamy consistency.

For those seeking the most memorable sushi, *Shirako* (milt) from Aomori excites with its rich, velvety texture and distinct taste of the sea.

Sanma (Pacific saury) is the highlight of the seasonal fish catch. When plucked from the north-eastern shores of Japan as it begins its annual migration south from Hokkaido, the 'autumn sword fish' is at its most flavourful. *Modori-katsuo* (literally 'returning bonito') from Nagasaki is another migratory treat; after completing their epic summer swim, the katsuo offer deliciously lush flesh in autumn.

Iwashi (sardine) from Nagasaki is marinated to balance its slightly salty, sweet and oily character, while *Samegarei* (roughscale sole), a fatty white fish from Hokkaido, is best enjoyed when presented lightly aburi (flame-seared). For Oita-sourced *Sekisaba* (chub mackerel), the ikejime technique – a swift kill by spikes inserted near the gills and tail to drain the blood quickly – results in fresh and flavourful fish.

Seafood enthusiasts will also relish the opportunity to savour *Isaki* (chicken grunt), caught off the coast of Nagasaki and showcasing the delicate, lean and sweet flavours characteristic of shiromi (white fish). *Kinmedai* (splendid alfonso) from Numazu in eastern Shizuoka presents a soft yet full-bodied and umami-rich taste profile; *Kamasu* (barracuda) from Osaka is known for its mild umami flavour.

Kawahagi (thread-sail filefish) from Seto Inland Sea is another draw when available; acclaimed for its subtle and delicate taste, the fish is enhanced by the addition of its own liver for a touch of creamy decadence. *Sayori* (Japanese halfbeak) from Ishikawa also captivates, its sleek form expertly cut to reveal clean, delicate flavour and intoxicating aroma.

A range of other alcoholic tipples to suit varying preferences includes *Sapporo Beer* (HK\$68) and the sweet-sour rush of *Plum Wine* (HK\$68). Exploring a list of Japanese *Chu-Hi* (cocktails, all HK\$48) reveals sweet, sour and fruity concoctions like *Hyuganatsu*, *Hokkaido Melon* and *Aomori Apple*. Premium sake-pairing options and a sake Happy Hour will ensure further merriment for diners standing at the counter to enjoy standout sushi.

With 'uogashi' meaning fish market in Japanese, **Uogashi Nihonichi** prides itself on presenting fresh fish in 7 ways: freshly caught, grated, boiled, baked, fried, cooked and squeezed. By adhering to this philosophy, their talented sushi chefs ensure that each morsel is a simple crafting of pure, firm rice and fish that delivers an authentic and satisfying sushi experience.

Spanning almost 700 sq. ft, the interior of the sushi bar is designed in traditional style, with expanses of wood and a light-brown colour palette evoking the Edomae spirit. Diners can witness the chef's artistry as

the fish is freshly filleted and seasoned right in front of their eyes. This interactive experience allows chefs to engage with guests, sharing their sushi knowledge and the best ways to enjoy each delicacy.

Committed to updating Japan's heritage of standing sushi dining as seen at sushi stalls two centuries ago, **Uogashi Nihonichi** provides a casual, inviting atmosphere where patrons can drop in for quick, quality indulgence at an affordable price. Whether seeking a respite from a busy workday or the perfect ending to an East Kowloon outing, this blend of old-world authenticity and contemporary vibe provides a warm, welcoming environment for all. Cafe Deco Group plans to open more branches in the future to extend this convivial sushi spirit across Hong Kong.

Uogashi Nihonichi Hong Kong is located at G001, AIRSIDE, 2 Concorde Road, Kai Tak, Kowloon, Hong Kong. It is a short walk from Kai Tak MTR Station (Exit C) and open daily from 12:00 noon to 9:30 p.m.

For more information, please visit www.cafedecogroup.com/en-us/brand/Uogashi%20Nihonichi/, email unas@cafedecogroup.com, call (852) 2117-1911, or WhatsApp (852) 6508-0395.

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About Uogashi Nihonichi

Dating back to 1989 in Japan, **Uogashi Nihonichi** offers an unparalleled standing sushi dining experience with a focus on affordable yet high-quality Edomae sushi. The fresh fish specialist – ‘uogashi’ means fish market in Japanese – is one of Japan's most beloved sushi establishments and now has almost 30 branches across the country. It has received high praise from Time Out Japan, and holds the prestigious distinction of being among just a few sushi restaurants with auction rights in the key local fish markets.

From the abundant seasonal offerings of the sea, expert sushi chefs create a variety of exquisite culinary delights, including sushi and donburi, that showcase the premium quality of the produce while adding a touch of novelty to the presentation. Sushi is ordered by the piece, as an all-day set, or as an omakase parade, while premium sake pairings and a sake Happy Hour boost the lively, casual vibe.

In 2023, **Uogashi Nihonichi** welcomes its first overseas branch at AIRSIDE in Kai Tak, East Kowloon, bringing traditional ‘standing sushi’ culture to Hong Kong, with plans for more to follow. Operated by Cafe Deco Group, the restaurant occupies a cosy space of almost 700 sq. ft, providing an intimate setting for up to 15 people.



Uogashi Nihonichi's impressive array of sushi is ordered by the piece (priced from HK\$15) or as a set including salad, soup and chawanmushi (steamed egg), highlights include the 11-course Sushi Omakase Set (HK\$398) serving 10 pieces of nigiri sushi plus a hand roll; and the exceptional 12-course Omakase Set (HK\$588) featuring 4 types of sashimi, 7 pieces of nigiri sushi and a hand roll



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日本過江龍立食壽司專家

「魚がし日本一」

首家海外分店現於九龍啟德 AIRSIDE 開幕試業

菜單亮點包括兩款性價比高的廚師發辦料理套餐
分別定價為港幣 398 元及 588 元 呈獻不時不食的精湛料理手藝



(2023 年 9 月 28 日，香港) 日本過江龍立食壽司專家「魚がし日本一」的首家海外分店現於香港九龍啟德發展區全新綜合地標 AIRSIDE 開幕試業；以日本直送食材作主打，結合傳統壽司攤概念的立食文化，「魚がし日本一」香港店將致力為城中東瀛美食愛好者呈獻性價比高的正宗江戶前壽司體驗。

廣獲知名媒體如日本 Time Out 高度評價的「魚がし日本一」創立於 1989 年，更於當地多個主要魚產市場擁有拍賣權，確保其魚鮮海產的品質。品牌至今於日本擁有近 30 間分店，而最新座落香港啟德的首家海外分店則由本地多元化餐飲集團 Cafe Deco Group 引進及營運；佔地近 700 平方呎，「魚がし日本一」香港店的開放式壽司吧檯設計可同時容納 15 位食客，讓大家可以愜意體驗熱情且地道的立食料理。

貫徹品牌不時不食的宗旨，「魚がし日本一」香港店的海鮮食材如魚類及貝類，均來自日本無污染海域，每日由當地市場新鮮直送到店，再交予經驗豐富的料理團隊以即點即製的方式，為食客呈獻最優質鮮活的壽司料理體驗。

餐廳菜單設有單件壽司選項，另有配備沙律、鯛魚茶漬湯及茶碗蒸的套餐選擇；點選套餐的堂食顧客更可以九折優惠追加單件壽司。焦點包括兩款秉持日式廚師發辦料理精髓的菜單，分別為十一道菜的「廚師特選壽司十貫配手卷」（港幣 398 元）及十二道菜的「廚師發辦料理套餐」（港幣 588 元）——包羅四款刺身、七款壽司及一款手卷；另有「火炙壽司盛合」（港幣 248 元），及豐富多樣的和式丼飯套餐（港幣 168 元起）。

店內更同時設有壽司外賣服務，選擇包括 8 貫（港幣 188 元）、12 貫（港幣 368 元）及 24 貫（港幣 648 元），絕對是家庭或辦公室聚餐的捷便之選。

適逢「魚がし日本一」香港店開業正值食慾之秋，一系列季節獨有的鮮味食材將為食客帶來驚喜。除了甘美豐潤的北海道海膽及被譽為秋味之王的秋刀魚外，同樣來自北海道的昆布森蠔及鮫鰈亦是重點旨味；前者蠔味濃郁幼滑，後者的魚肉肉質柔軟，經炙燒更能提升魚香。岩手縣產的石垣貝肉質鮮甜厚實；來自青森縣的鱈白子亦鮮香濃郁；石川縣的針魚清甜爽嫩。而產自長崎縣的鯉魚盛產於春天及秋天，魚肉油脂豐腴，絕對是老饕不容錯過的美味。搜羅自長崎縣的食材還有沙甸魚，一般會先經醃製，以平衡魚肉獨有的油脂鮮味；及口感爽彈的伊佐木，作刺身享用更可欣賞其白嫩細緻的肉質。

其餘推介食材有大分縣的關鯖魚及瀨戶內海的剝皮魚；當中，關鯖魚採用傳統的「一本釣」海釣方法逐條釣獲並以「活締」方式保鮮，鎖住其圓潤肥美的滋味；而剝皮魚風味溫和，一般會以其魚肝來提升魚肉的嫩滑層次；來自靜岡縣沼津市的金目鯛一直被視為高級魚產，魚肉粉嫩帶光澤且肉質細膩；魚身細長的梭子魚則產自大阪，擁有豐富魚油，質感甘香味美。

於「魚がし日本一」，食客除了可品嚐到高質的立食壽司外，亦可品味清酒配餐之妙，或歡樂時光帶來的微醺樂趣。多款特色清酒風格各異，另有不同酒精類飲品可供選擇，如「札幌啤酒」（港幣 68 元 / 杯）、「日本梅酒」（港幣 68 元 / 杯）及「日式汽酒」（港幣 48 元 / 枝），口味選擇有宮崎縣日向夏、北海道產富良野蜜瓜及青森縣富士蘋果。

「魚がし日本一」的日文名字意為日本最佳魚產，秉持品牌承傳已久的「七鮮」宗旨——新鮮捕獲、即席切割、煮、焗、炸、燒及壓，搭配即點即握的米飯，匠心呈獻純粹的親民壽司料理。

佔地 700 平方呎，香港店的開放式壽司吧檯可同時容納 15 位食客，以天然原木色調構建舒適和諧的用餐氛圍，讓食客可以近距離欣賞到料理師傅用心製作壽司或刺身的技藝，並與其分享及交流各款壽司及食材的知識及滋味。

品牌一直致力重現逾兩個世紀歷史的壽司攤特色，在溫馨悠閒的環境中，為食客帶來親民且正宗的江戶前立食壽司體驗。位於香港九龍啟德 AIRSIDE 的首家海外分店亦貫徹「魚がし日本一」的料理初心，期望將地道的日本料理文化與香港美食愛好者分享；Cafe Deco Group 同時積極計劃於未來開設更多分店，將品牌對壽司的熱情推廣至香港每個角落。

位於香港九龍啟德協調道 2 號 AIRSIDE G001 號舖（港鐵啟德站 C 出口），「魚がし日本一」香港店的營業時間為中午 12 時至下午 9 時 30 分。

如欲查詢更多資訊，歡迎瀏覽 www.cafedecogroup.com/en-us/brand/Uogashi%20Nihonichi/、電郵至 unas@cafedecogroup.com、致電（852）2117-1911、或發送 Whatsapp 短訊至（852）6508-0395。

關注「魚がし日本一」香港店社交媒體：

Facebook — www.facebook.com/uogashinihonichi.hk/

Instagram — www.instagram.com/uogashinihonichi.hk/

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關於「魚がし日本一」

創立於 1989 年，「魚がし日本一」（意為日本最佳魚產）廣獲知名媒體如日本 Time Out 高度評價，一直致力結合傳統壽司攤概念的立食文化，為東瀛美食愛好者呈獻性價比高的正宗江戶前壽司享受。

貫徹不時不食的宗旨，「魚がし日本一」於日本當地多個主要魚產市場擁有拍賣權，確保其魚鮮海產的品質。店內菜單除了單件壽司選項外，亦有套餐及丼飯，旨在為食客呈獻變化多端的鮮活立食料理體驗。餐廳同時配備風格多元的清酒系列，讓食客可品味清酒配餐之妙，或歡樂時光帶來的微醺樂趣。

「魚がし日本一」至今於日本擁有近 30 間分店，旗下首家海外分店亦於 2023 年 9 月登陸香港九龍啟德發展區全新綜合地標 AIRSIDE。由香港多元化餐飲集團 Cafe Deco Group 引進及營運。「魚がし日本一」香港店佔地近 700 平方呎，開放式的壽司吧檯設計可同時容納 15 位食客，讓食客可以愜意體驗熱情且地道的立食料理。



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豐富多樣的和式丼飯套餐（港幣 168 元起）亦是店內精選之一，點選套餐的堂食顧客更可以九折優惠追加單件壽司

「魚がし日本一」一直致力重現逾兩個世紀歷史的壽司攤特色，在溫馨悠閒的環境中，為食客帶來親民且正宗的江戶前立食壽司體驗