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IMMEDIATE RELEASE

## THE ART OF SUSHI EATING Shoukouwa reinforces the high art of savouring sushi

With the introduction of mass conveyer belt sushi bars and counters around the world, there is now an international audience primed to indulge in the pleasure of an authentic *edomae* sushi experience. Sushi has been part of the Japanese culture since the 8th century, and its high-end master practitioners have continued an unbroken progression of refinement and innovation upon traditional techniques since that time, showcasing the world's highest quality fish and ingredients.

In partnership with Japanese cuisine specialist Ernest Singer, Emmanuel Stroobant Group launches Shoukouwa, its first venture into fine dining Japanese cuisine. Singer, having established one of Japan's most respected wine importers, gained intimate knowledge of Japan's culinary scene over a decades long career supplying fine wines to the country's top restaurants. In 2012 he co-founded Sushi Shikon in Hong Kong, which remains the first and only Japanese restaurant in Hong Kong with the distinction of three Michelin stars. Subsequently, Singer formed a restaurant consultancy that now serves restaurant and hotel clients throughout Asia, who seek to offer the finest, authentic Japanese cuisine to discerning international consumers, across genres that include sushi, teppanyaki, tempura, ramen and more.

The art of fine sushi is one that is contemplative and considered – like a Zen expression. The perfect sushi is a delicate balance of the quality of fish, proportion and temperature. The fish must be of the highest grade, undamaged during the catch, and very fresh. The rice for sushi is mixed delicately with a fine balance of rice vinegar – to allow for subtle taste without overpowering the slice of fresh fish. As the acidity of vinegar acts as a cooking agent, it is important for the sushi to be consumed within seconds of being served, picking with clean hand.

As a matter of proportion, the amount and temperature of rice for each sushi is different with different fish. A true sushi master chef will take the appropriate amount of rice, and press it for that just perfect time to get the right temperature to pair with each fish, to ensure the ideal harmony of taste and texture for consumption.

The master chefs at Shoukouwa all hail from strong traditions and backgrounds, having spent years honing their craft at famous restaurants around Japan. They have been busy testing the freshest produce sent directly from Tokyo's famed Tsukiji Market daily to ensure the best sushi experience, taking into account the taste profile of each slice of fish. The sushi presented by the master chefs will be a complete taste in a morsel to be eaten as-is – diners won't be dipping these sushi into any more soya sauce and wasabi.

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To preserve the integrity of the freshest artisanal ingredients, Shoukouwa will only seat eight persons at the main sushi bar, with up to six persons in the private dining room. This will ensure that the chefs will prepare and assemble the sushi and individual dishes right in front of the diners without allowing for the food to sit and be exposed to the environment.

Named as an oasis of stillness, calm, serenity and harmony, Shoukouwa was designed by Warren Foster-Brown of the international interior design firm FBEYE International, whose other projects have included the award-winning The Westin Hotel Singapore, The InterContinental Hotel Singapore, Le Meridien Hotels in Bali and Dhaka, as well as other properties across Asia. Warren has fleshed Shoukouwa out to be a cocoon of muted opulence with hints of red interspersed with cool grey tones and black accents, a fresh approach and a modern twist on Japanese interiors.

To maintain its fine cuisine standards, Shoukouwa will only present an omakase menu at S\$380++ per person. When it opens, Shoukouwa will also showcase a premium selection of Japanese sake, including Junmai Daiginjo from top sake breweries Sawaya Matsumoto, Hakurakusei and Masuizumi.

Shoukouwa is located at 1 Fullerton Road, #02-02A One Fullerton, Singapore 049213. Open Tuesdays to Sundays from 6pm to 11pm, please call (65) 6423 9939 or email [shoukouwa@emmanuelstroobant.com](mailto:shoukouwa@emmanuelstroobant.com) for enquiries and reservations. Shoukouwa will be closed on Mondays. Please visit our official Facebook page [www.facebook.com/shoukouwa](http://www.facebook.com/shoukouwa) for more information.

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