

Indian Students Set to Break the Guinness Book of World Records for the "Largest Sushi Mosaic"

Aimed at Popularising Sushi as Global Food

Mumbai, Maharashtra, IND, 2008-03-17 20:01:23 (IndiaPRwire.com) Students of the Institute of Hotel Management, Catering Technology and Applied Nutrition (IHM), Mumbai are all set to break the Guinness Book of World Record for the **Largest Sushi Mosaic**.

Conceived by Harry Cheng of maidoindia, in the business of 'bringing Japan closer' in association with METRO Cash and Carry, the Consulate General of Japan in Mumbai, the Japan Foundation Delhi, the Royal Norwegian Embassy, Innovation Norway, Norwegian Seafood Export Council (NORGE), and IHM Mumbai, this unique event will showcase India's challenge in the world of sushi, which is now a truly global phenomenon. The event is being sponsored by All Nippon Airways (ANA), currently flying the exclusive business jet between Mumbai to Tokyo.

The current record for "Largest sushi mosaic" is measured 4.84 m² (52.1 ft²) and was made by the Association of Chartered Certified Accountants (ACCA) at the Golden Terraces Shopping Centre in Zlota, Warsaw, Poland, on 17 November 2007.

At this event, students of IHM Mumbai will break this record by creating the largest sushi mosaic consisting of Maki sushi, Inari sushi, Nigiri sushi, Uramaki sushi, and Chirashi sushi. IHM Mumbai is one of the largest training kitchens for aspiring students of the hospitality industry and a key foundation of growth in the booming industry where some 1200 students learn and hone their skills to enter an exciting future. It is here where we will be conducting the record-breaking event, where we will aim to double the current record.

The aim of the record-breaking event is three fold - (1) to promote sushi as a global food, and India is no exception to the addictive nature of sushi (2) to further popularize the 'sushi movement' in India, and (3) to illustrate and change perceptions about the fact that India today is truly a food savvy country, where quality and authentic ingredients are now available to support the chefs to fulfill the demanding appetites of the rising middle class. This event demonstrates the Indian capability of creating the Japanese kitchen with fresh ingredients from Japan, Norway & India to create a world record in India.

On the day, organizers, supporting institutions, sponsors, participants, guests, and witnesses will be invited to contribute to Missionaries of Charity, a home for the underprivileged run by Mother Teresa's foundation, in the ethos of always reminding ourselves that the taking care of the underprivileged lies with us - privileged and responsible global citizens - coming together for this event today.

Commented **Mr. Anup Jatia, Director of Maidoindia**; *'I am pleased to know that India is breaking a Guinness World Record of Sushi today. As Japan and other countries are all looking towards India, we hope that this event will further promote understanding between not only India and Japan, but also all countries involved in the ever-growing internationalization of sushi, through both vegetarian and non-vegetarian sushi.'*

Commenting on the event **Mr. Martin Dlouhy, Managing Director METRO Cash & Carry India**

said *'It is our privilege to be associated with such a unique event which showcases how the culinary world has become global. India's fast growing and large middle class in cosmopolitan centers like Mumbai are today desirous of getting the best food from around the world in their neighborhood, challenging the chefs in this city to innovate and source products which are traditionally difficult to procure. As a subsidiary of one of the largest food suppliers to hotels and restaurants worldwide, we are geared to provide restaurateurs and hoteliers with the finest quality products from popular world cuisines. We hope that our presence in Mumbai will help them get quality products that they need to meet the expectations of their customers, easier, faster and cheaper.'*

The Salmon used in this Sushi is from the cold, clear waters of Norway. Norway's wonderful, unspoiled natural environment includes 21,000 km of coastline serrated with innumerable deep, cold, clear fjords which have made Norway one of the world's foremost fishing nations. The fish are reared under ideal conditions in them and this contributes to giving Norwegian Salmon its unique position - renowned in more than 100 countries world-wide for its superior quality and taste — the EU and Japan being the most important markets.

Norwegian Salmon is rich in Omega-3 fatty acids, that can help reduce the risk of diseases such as heart attack or stroke and just one fish dinner a week can start to make a difference. Research has shown that omega-3 fatty acids have a positive effect on several other diseases as well. These include alleviating mild symptoms of rheumatoid arthritis, reducing the risk of type II diabetes and providing a positive influence in cases of depression and anxiety.

Chef Vernon Coelho, leading the team of students at IHM Mumbai said, *'I am pleased that our team of aspiring Indian culinary art students here have worked together to realize this project. The team effort, their creativity, leadership, vision, with a touch of out-of-the-box thinking, and importantly the Indian philosophy of plain hard work and careful preparation has been able to achieve something amazing, and fun, together.'*

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You can also visit www.brodeurindia.com for more information.