

PRESS RELEASE – for immediate release

Maidoindia launches its new business division 'Sushi and more'

Sushi and more will bring authentic, delicious and healthy Japanese cuisine to the people of India

Mumbai, Maharashtra, June 2, 2010 -- Maidoindia which is into the business of bringing Japan closer to India through food, art and culture has announced the launch of its latest business division - Sushi and more.

"This division will be focused on providing authentic, delicious and healthy Japanese meals to its customers" says Harry Cheng, director of maidoindia. Sushi and more as the name suggests will not only focus on Sushi but will go beyond and spread awareness about other varieties of what Japanese cuisine has to offer.

They have recently set up a state of the art kitchen where fresh Japanese food will be prepared and sent to gourmet stores and corporate houses. Shreeya Mitra, formerly associated with The Four Seasons Hotels and Resorts, Mumbai will be taking care of the operations of this new division. The entire team of Sushi and more is trained by Japanese Chef Saito who visits the country regularly to assist maidoindia in promoting Japanese cuisine in India.

There will be regular kitchen audits for Hygiene and Food safety by Mr. Togo from Japan. "Since I have witnessed McDonalds Japan's development from the beginning, I understand that the introduction of an idea in the early stages of development is absolutely essential. It is necessary to maintain high Food Safety Standards from the beginning, because it is difficult to raise the standard once standards have fallen and Japanese cuisine is all about Hygiene " said Togo who has worked for McDonalds in Japan for 27 years as a Food safety expert and is an IRCA Certified Food Safety and Quality Management System Auditor.

Maidoindia has been promoting Japanese food and culture since its inception in September 2007. They successfully assisted various Japanese government initiatives in 2009-10. Some of them included:

- The Japan Shop which was an initiative JETRO
- The EVERYTHING JAPAN SHOP an initiative of the SMEA, Japan
- The Visit Japan campaign 2009 for the Japan National Tourism Organization
- The Feel Japan Style in India project 2010 by the Ministry of Economy, Trade and Industry.

Apart from these government initiatives, maidoindia has been actively spreading awareness about Japanese food & culture through food festivals at the Institute of Hotel Management, Mumbai, organizing Sushi contests, food promotions and sampling activities at various gourmet stores in the country, photography exhibitions and many more.

"We wish to bridge the gap between India and Japan faster and stronger than ever before in 2010-11. Hence the launch of our new division which will get more and more people to try and experience Japanese cuisine at an affordable price" says Anuj Jodhani, the director of maidoindia.

Currently one can get freshly prepared sushi at all the outlets of the premium Gourmet store Godrej Nature's Basket in the city. Call +91-9769666904 for more queries.

Web site - opening shortly www.sushiandmore.com

Press enquiries - Dipti Hanako Kambe Mobile: +91-97696-97666