

This document is an English translation of the official Japanese version of the Press Release (the“Official Japanese Version”). This English translation was prepared for your reference, to help you understand what is stated in the Official Japanese Version. In the event of any discrepancy between the Official Japanese Version and this English translation, the Official Japanese Version will prevail.



To Press Media

January 30, 2025

FOOD & LIFE COMPANIES LTD.

## **SUSHIRO To The Future: Expo Edition with the Concept “Sustainable Sushi Sourcing: The Future of a Sushi Restaurant in 2050.”**

The Fish of Tomorrow Series Representing a Sustainable Future and  
Digiro Offering a New Level of Conveyor Belt Sushi Experience Making Every Visit Fun

FOOD & LIFE COMPANIES Co., Ltd. (Head office: Suita City, Osaka Prefecture; President and CEO: Masahiro Yamamoto; hereinafter referred to as “F&LC”) has announced that its subsidiary, Akindo Sushiro Co., Ltd. (Head office: Suita City, Osaka Prefecture; President and CEO: Kohei Nii; hereinafter referred to as “Sushiro”), will unveil SUSHIRO To The Future: Expo Edition at this year’s international exhibition (hereinafter referred to as “EXPO 2025 OSAKA, KANSAI, JAPAN”). The concept for it is “From Conveyor Belt Sushi to Sustainable Sushi: The Future of a Fish Restaurant in 2050.”

Seafood dishes are prepared only with farmed seafood\*1 to help shape a sustainable future where the stable procurement of marine resources is possible. Sushi featuring fish raised in environmentally friendly, land-based fish farms using cutting-edge technologies will be offered as part of the Fish of Tomorrow series.

The restaurant is equipped with Digiro (Digital Sushiro Vision), a system incorporating a fun and educational expo-exclusive game that allows diners to learn about initiatives for sustainable fishing. This new game released at the venue was exclusively developed for the expo and was released for the first time. Please take this opportunity to visit the restaurant.

\*1: Farmed seafood includes nori and wakame, seaweed that does not require feed. Ingredients used in seasonings are excluded.



## ■ **“Sustainable Sushi Sourcing: The Future of a Sushi Restaurant in 2050”**

For the more than 40 years since its inception, Sushiro has been providing tasty sushi to customers to achieve its mission, “Tasty Sushi for All. Tasty Sushi for the Heart.”

F&LC is aware that natural marine resources will be more difficult to harvest in the future due to climate change and other reasons. To continue to provide delicious sushi that can be eaten easily, it invests in and forms business alliances with companies that employ fish farming technologies to build a foundation for the stable procurement of marine resources.

SUSHIRO To The Future: Expo Edition continues to work to achieve Sushiro’s mission, but also has a new concept, “From Conveyor Belt Sushi to Sustainable Sushi: The Future of a Fish Restaurant in 2050.” To communicate its determination to continue to provide delicious sushi for many years to come, the seafood dishes offered at the venue are prepared with only farmed seafood. Sushi featuring fish raised in environmentally friendly, land-based fish farms and fully farmed fish using cutting-edge technologies will be offered as part of the Fish of Tomorrow series.

The restaurant is equipped with Digiuro (Digital Sushiro Vision), a system that is already available in some restaurants. It enables diners to digitally experience conveyor belt sushi. By adopting this digital solution at the venue, it creates an enjoyable dining experience for now and the future. Digiuro takes orders via touch screen only. This made-to-order system should reduce food waste while also being a labor-saving addition to its operations.

## ■ **SUSHIRO To The Future: Expo Edition Menu**

### ● **A sustainable menu offering only farmed seafood for a sustainable future**

Considering the growing importance of fishing that does not rely on natural resources and also Sushiro’s responsibility to offer delicious sushi and shape a sustainable future, seafood dishes are prepared only with farmed seafood.

### ● **The Fish of Tomorrow series—an environmentally friendly solution**

Fish introduced by Sushiro for a sustainable future  
The Fish of Tomorrow



Land Farmed Sea Urchin  
in Nori



Land Farmed  
Vinegared Mackerel



Land Farmed  
Shortfin Eel



Land Farmed Filefish  
Ponzu Gelee



Salt Land Farmed  
Malabar Grouper

Sushi featuring unique fish raised in land-based fish farms, a cutting-edge solution for ocean conservation using latest technologies, and fully farmed fish that help protect natural resources will be offered as part of the Fish of Tomorrow series at the venue.

One notable example is the **Land Farmed Sea Urchin in Nori** which supports marine restoration. Intense kelp forest grazing by underdeveloped sea urchins, caused by global warming, destroys the habitats of fish and other marine life. It has become a serious issue. A company that employs unique aquaculture technologies is now addressing this issue by harvesting underdeveloped sea urchins and feeding and raising them carefully in well-controlled farms to help them grow bigger and therefore tastier.

About ten dishes featuring environmentally friendly farmed fish are available, including **Salt Land Farmed Malabar Grouper**, a premium fish from Okinawa achieved through collaborative industry-academia research, **Land Farmed Vinegared Mackerel** farmed using underground seawater, **Land Farmed Filefish Ponzu Gelee** whose livers can also be consumed safely, and **Land Farmed Shortfin Eel** with a natural, delicate flavor. Farmed fish is not only delicious but also a trustworthy alternative due to the traceability for how it has been fed and where it has been raised.

- **Environmentally friendly sushi rice**

As a measure to protect the natural environment, rice grown in an environmentally friendly way, such as by using less than half the amount of agricultural chemicals and chemical fertilizers than usual, is used to prepare the sushi rice. Sasanishiki, a rice variety from Miyagi Prefecture, and Nanatsuboshi from Hokkaido are mixed at a one-to-one ratio.

- **Inclusive menu prepared: No Pork, No Lard**

All of the dishes, including the side dishes such as ramen, are prepared without pork or lard.\*2

\*2: Only the ingredients and sub-ingredients have been verified.

There are over 150 items on the menu, including side dishes and drinks.

## ■ **Interior décor and fixtures of SUSHIRO To The Future: Expo Edition**

- **Interior décor inspired by the forest**

To protect natural resources for a sustainable future, Sushiro believes that advanced technologies will be soon enabling fish farming in locations away from the ocean, for a key ingredient of fresh and delicious sushi, and that those will be a common farming.

SUSHIRO To The Future: Expo Edition is located close to the Forest of Tranquility in the center of the venue. The restaurant is designed to blend into the surrounding forest. Diners can also admire the forest through the windows while enjoying sushi in this forest-inspired space.



- **Digiro (Digital Sushiro Vision): Going one step ahead of kaiten-sushi together**

Every table is equipped with Digiro to allow diners to order digitally by tapping the sushi rotating on the conveyor belt on the screen. By using this digital solution at the venue, Sushiro creates a new, enjoyable dining experience for all.

The image shows the existing Digiro, not the one exclusively developed for the expo.



- **New original expo-exclusive Digiro content added**

Sushiro has embraced advanced technologies to enable the evolution of Digiro which has been designed to create an enjoyable dining experience now and in the future.

The system include a fun and educational expo-exclusive game that allows diners to learn about initiatives for sustainable fishing. This new game is being released for the first time at the venue. The game is scheduled to be rolled out at existing Sushiro restaurants across Japan during the EXPO 2025 OSAKA, KANSAI, JAPAN period.

Details of the new content will be released at the end of March.

Overview of the restaurant

Restaurant name: SUSHIRO To The Future: Expo Edition

Hours of operation: 10:00 a.m. to 9:00 p.m.

Building area: 417.57 square meters

Number of seats: 196

**<Contact for media inquiries>**

FOOD & LIFE COMPANIES LTD. (Corporate PR Section, Corporate PR Office)

Phone: +81-6-6368-1063 (weekdays) E-mail: [press@food-and-life.co.jp](mailto:press@food-and-life.co.jp)