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April 3, 2025

FOOD & LIFE COMPANIES LTD.

A Restaurant Where Diners can Enjoy Sustainable Expo-Exclusive Dishes
While Also Learning about Initiatives for Sustainable Fishing
SUSHIRO To The Future: Expo Edition Unveiled on Sunday, April 13
at the EXPO 2025 OSAKA, KANSAI, JAPAN.

UNI CATCH GAME Is Expo-Exclusive Digi-ro Content That Will Create
a Sense of Unity and Excitement Throughout the Restaurant

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 on Sunday, April 13 at the EXPO 2025 OSAKA, KANSAI, Japan. The restaurant located within the Forest of Tranquility Zone is a place where diners can enjoy dishes while also learning about initiatives for sustainable fishing in a fun way. They can enjoy Expo-exclusive dishes and play UNI CATCH GAME, the Expo-exclusive content of Digi-ro. Please take this opportunity to visit the place.



The concept of the restaurant is “Sustainable Sushi Sourcing: To the Future of a Sushi Restaurant in 2050.”

F&LC has been working to adapt to the changes in the natural environment and make sustainable fishing possible. It invests in and forms business alliances with companies that employ fish farming technologies to build a foundation for stable procurement. At this restaurant, diners will be given the opportunity to enjoy delicious sushi while also learning about the issues surrounding sustainable fishing in a fun way. They will also explore the cutting-edge technologies being used to address these issues through a unique dining experience.

Reference press release: <https://food-and-life.co.jp/wp-content/uploads/2025/01/2025013.pdf>

Summary of the press release

1. Sustainable menu offering only farmed seafood*1 for a sustainable future

Considering the growing importance of fishing that does not rely on natural resources, seafood dishes are prepared only with farmed seafood. Sushi featuring fish raised in land-based fish farms, a cutting-edge solution for ocean conservation, and fully farmed fish that helps protect natural resources, will be offered as part of the Fish of Tomorrow series. The menu is comprised of around 150 items, including various sushi, side dishes and drinks. The sushi is priced from 160 yen (tax included).

*1: Farmed seafood includes nori and wakame, seaweed that does not require feed, and seafood raised in the wild by releasing young shellfish. Ingredients used in seasonings are excluded.

2. Play the fun and educational UNI CATCH GAME, which is expo-exclusive Digiro content, to learn about sustainable fishing

Every table is equipped with Digiro (Digital SushiroVision), to allow diners to digitally experience conveyor belt sushi. The fun and educational UNI CATCH GAME that explores the issues surrounding fishing and sustainable initiatives is exclusively available at the expo venue. Digiro creates an enjoyable dining experience for now and the future.

3. Restaurant with lush greenery inspired by the forest

Located adjacent to the Forest of Tranquility in the center of the venue, the restaurant's designers drew inspiration from a future where advanced technologies enable people to eat delicious sushi, even in the middle of a forest. Inside, video walls displaying a large aquarium await. Diners can enjoy a meal in the lantern-lit space with lush greenery inspired by the forest.

1. Sustainable menu for all featuring only farmed seafood*1 for a sustainable future

*1: Farmed seafood includes nori and wakame, seaweed that does not require feed, and seafood raised in the wild by releasing young shellfish. Ingredients used in seasonings are excluded.

The Fish of Tomorrow series



Nine dishes featuring environmentally friendly farmed fish are available throughout the exhibition period, including the Land Farmed Sea Urchin in Nori that supports marine restoration, Salt Land Farmed Malabar Grouper, a premium fish from Okinawa made possible through collaborative industry-academia research, Land Farmed Vinegared Mackerel farmed using underground seawater, Land Farmed Shortfin Eel with a delicate flavor, and entirely farm raised Aquaculture Striped Jack known for its moist, fatty meat. Farmed fish is not only delicious but it is also a trustworthy alternative because consumers can track how it has been fed and where it has been raised.

Land Farmed Sea Urchin in Nori

Sustainable sea urchin sushi with a sweet and rich flavor supports ocean conservation. In some areas, sea urchins are malnourished and underdeveloped due to a lack of seaweed due to climate change caused by global warming and other factors. These underdeveloped sea urchins completely consume the very little seaweed that is left, destroying fish habitats. This leads to sea desertification, which is a serious social issue. Uninomix Inc., a venture company that farms sea urchins, addresses this issue by purchasing underdeveloped sea urchins from areas affected by sea desertification and helping them to grow bigger and therefore tastier using unique aquaculture technologies. Sushi prepared with farmed sea urchins is served at the restaurant.

Inclusive menu prepared without pork or lard

All of the dishes, including sushi, are prepared **No Pork, No Lard**^{*2} to accommodate diners from different backgrounds. **Tonkotsu-style ramen prepared without pork bones and plant-based sushi** made entirely from plant-derived ingredients are available, creating an inclusive dining experience.

^{*2}: Only the ingredients and sub-ingredients have been verified.



Five types of plant-based sushi

Sushi from Sugidama and Kyotaru^{*3} can be enjoyed at a Sushi restaurant for the first time

Sushi from other major brands of the F&LC group is served exclusively at the restaurant, including **Salmon-ade Sushi from Sugidama, Kyotaru Hime Chakin Sushi from Kyotaru and popular dishes from Sakabayashi in Boston, USA.**

^{*3}: Sushi developed by the brands and made available exclusively at SUSHIRO To The Future: Expo Edition. They are different from the sushi currently sold by the brands.

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 is normally used, is used to prepare the sushi rice. Sasanishiki, a variety of rice from Miyagi Prefecture, and Nanatsuboshi from Hokkaido are mixed at a one-to-one ratio.

The details of SUSHIRO To The Future: Expo Edition menu will be made available on a special website on April 13.

<https://www.akindo-sushiro.co.jp/expo2025/>

2. Play the fun and educational UNI CATCH GAME, which is expo-exclusive Digi-ro content, to learn about issues and initiatives in fishing

Every table is equipped with Digi-ro (Digital Sushiro Vision), a system that allows diners to digitally experience conveyor belt sushi. The educational UNI CATCH GAME that explores issues surrounding fishing and sustainable initiatives is exclusively available at the expo venue. Digi-ro creates an enjoyable dining experience for now and the future.



Every table is equipped with Digiro

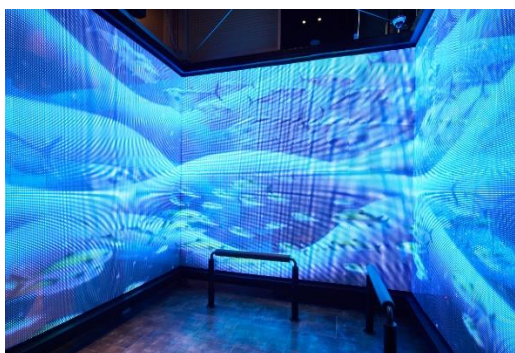


UNI CATCH GAME

The Festive Time feature adds excitement, and groups that manage to catch the greatest number of sea urchins will win a prize

All of the tables are encouraged to participate together in the game exclusively developed for the venue. The top five groups that manage to catch the greatest number of sea urchins will win original merchandise prizes.

3. Restaurant with lush greenery inspired by the forest



The large digital aquarium gives the entrance an air of excitement

Inside, three video walls display a large aquarium. Schools of fish that appear on the screens excite the people who are about to eat delicious sushi.

The other monitor installed at the entrance is used to show videos of companies that are engaged in sustainable fishing.

Interior décor featuring cedar from Yoshino inspired by the forest



The designs of the dining area and its forest-inspired décor were inspired by a future where advanced technologies enable people to eat delicious sushi, even in the middle of a forest. The pendant lights above the dining area that resemble lanterns help to create a special atmosphere.

The columns and beams are made of cedar from Yoshino to make the space feel cozy and warm. To support locally sourced products of the Kansai region where the expo is held, cedar from Yoshino in Nara Prefecture was chosen. It will be recycled after the event.












The staff members and their exclusively designed uniform

The majority of the staff members selected through an internal recruitment process have worked at Sushiro for two or three years. These promising individuals are expected to use their experience of working as a team for the last six months, and lead others in the future.

Their exclusively designed uniform is made of environmentally friendly fabric which was dyed using a natural dye derived primarily from onion skins that were going to be disposed of and various other plants.

Overview of the Fish of Tomorrow series

Product name	Price (tax included)	Date of product launch	Product image	Description
Land Farmed Sea Urchin in Nori	550 yen	April 13		Intense seaweed grazing by underdeveloped sea urchins whose population has exploded has become a cause of sea desertification. We are using sea urchins that are well fed and carefully cultivated using special technologies in land-based farms. By enjoying this delicacy with a sweet and rich flavor, people can indirectly support ocean conservation.
Land Farmed Vinegared Mackerel	390 yen	April 13		The mackerel is raised in land-based fish farms using underground seawater. The fine, lightly vinegared fatty meat is delicious and it only has a hint of the smell characteristic of bluefish.
Land Farmed Shortfin Eel	390 yen	April 13		The eel is locally raised in the only land-based eel farm in Osaka. It is raised in an environmentally friendly way using organic feed. This local product is known for its fluffy texture and delicate flavor.
Land Farmed Filefish Ponzu Gelee	390 yen	April 13		Being raised in land-based fish farms, even the liver can be safely consumed. Savor every bite to enjoy the rich liver and the meat with its strong and sweet taste.
Land Farmed Sennan Conger Eel	270 yen	April 13		Young conger caught in Osaka Bay is raised in an environmentally friendly, land-based farm in Sennan City, Osaka as a solution for the dwindling natural eel numbers. It melts in your mouth at the first bite but also has a full flavor.
Land Farmed Fuji Atlantic Salmon	270 yen	April 13		The Atlantic salmon is raised sustainably in a land-based farm in Oyama-cho, Shizuoka Prefecture located at the foot of Mt. Fuji using an environmentally friendly recirculating aquaculture system that operates by recycling precious water. It has the chewy texture that is unique to fresh salmon.
Aquaculture Striped Jack	330 yen	Around June		This striped jack is raised fully in land-based farms in a carefully planned, environmentally friendly way to avoid the overconsumption of natural resources. The firm but fatty meat is deliciously moist. It will be available in June at the restaurant as it enters its best season.
Salt Land Farmed Malabar Grouper	270 yen	Around July		This premium grouper from Okinawa was made possible by collaborative industry-academia research. Savor every bite to enjoy the delicate white meat of this land-raised premium grouper from Okinawa.
Aquaculture Great Amberjack	330 yen	Around September		The firm but fatty meat has a silky texture and delicate flavor. Wild, young amberjack is usually chosen for farming, but Sushihiro has taken on the challenge of raising and selling fully farmed greater amberjack for the first time.

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

Period of operation: Sunday, April 13 to Monday, October 13, 2025

Location: The Forest of Tranquility Zone

In an effort to improve the customer experience, Sushiro has created a website specially for SUSHIRO To The Future: Expo Edition. Can use the website to check how many groups are waiting and how long it will take to be seated. Please consider using it.

<https://www.akindo-sushiro.co.jp/expo2025/>

<Contact for media inquiries>

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