

Press Release

D.I.Y Sushi From Waitrose

In Japan, sushi is traditionally eaten when the rice is slightly warm and the raw fish is chilled. With the launch of this exciting Taiko Make Your Own Sushi, exclusive to Waitrose, you can now experience authentic sushi at home or in the office. This set combines the fun of ‘do-it-yourself’ food with the real taste of sushi.



Over the past 10 years, sushi has become widely recognised in the UK and has really made its mark on the menu, with its popularity still on the increase as witnessed by Waitrose – the first supermarket to sell sushi in 1995. In fact, this year alone, the supermarket has seen a 20 per cent increase in sushi sales.

David Stone, Sushi buyer at Waitrose, comments: “We have really seen our customers embrace sushi and its distinctive flavours since we launched our first range back in 1995. However, after 15 years of Sushi in our branches, we wanted to give our customers something new, and adding the authenticity of a real sushi bar means they can have the real sushi experience in the comfort of their own home.”

Each pack is priced at £7.99/336g and contains: 10 Nigiri (rice), 4 salmon slices, 4 sushi prawns and 2 slices of mackerel, along with soy sauce and wasabi.

For more information please contact Nora Logan at ZPR on 020 7896 3404 or nora@z-pr.com