Quick Japanese Lesson

When you would like to order Toyama Bay sushi.
「Toyama wan zushi wo onegai shimasu.」

When you would like to ask about the toppings on your Toyama Bay sushi.
「Toyama wan zushi no sushi neta wa nan desuka.」

When you would like to ask to switch a sushi topping you do not like for a different one.
「×× wo betsu no neta ni kaete kudasai.」

When you would like to order one piece of sushi.
「×× wo ikkan kudasai.」

When you would like to ask for no wasabi.
「Wasabi wo nuite kudasai.」

When you would like to ask for the check.
「Okanjyo wo onegai shimasu.」

Sushi Q&A

Q1: Do I have to eat sushi with chopsticks?
No, you can eat sushi with chopsticks or with your hands.

Q2: Is there a correct way to dip sushi in soy sauce?
You should generally put soy sauce on the topping side of the sushi. However, this is not practical for some rolls such as salmon roe and sea urchin. In those cases, you should dip on the side or on the rice. Also, sushi such as anago (eel) is already served with sauce, so you do not need to use soy sauce for these.

Q3: What is the gari (pickled ginger) for?
Gari is thinly sliced ginger flavored with sweet vinegar, and is able to refresh up your mouth.
Delicious sushi made with seasonal local ingredients is a treat served nowhere outside Toyama. Delight in Toyama Bay Sushi straight from nature’s fish tank.

Toyama Bay is dubbed “nature’s fish tank” for the short distance between fishing grounds and port. This treasure trove of marine resources is home to both warm-water and cool-water fish, which are hauled to shore fresh. Toyama Bay Sushi prepares these just-caught, delicious ingredients into the finest sushi year round. Only visitors to Toyama can delight in the best sushi—Toyama Bay Sushi.

About Toyama Bay Sushi

- Set of 10 pieces of sushi
- Prices from 2,000 yen to 3,500 yen (including tax)
- All toppings fresh seafood from Toyama Bay
- Delicious rice grown in Toyama Prefecture
- Served with complimentary local-style soup

* Please note that occasionally local ingredients may not be available in sufficient amounts due to bad weather. The chef will explain the situation to customers and substitute some toppings with those from locations other than Toyama Bay.

- The chef greets all customers with an explanation of in-season ingredients
- Customers who make a reservation at least one day before their visit are offered compliments of the chef (e.g., a single serve dish)
Just-caught seafood prepared fresh

Fish served in Toyama are unparalleled in their freshness. This is because about 80 percent of the catch comes from fixed net fishing. Nets set up along the coast simply wait for fish to swim into them, giving the fish a minimal amount of stress and bringing them to shore alive and full of vitality.

And because the sea floor off the coast of Toyama Bay drops sharply, the fishing grounds are close to port, quite often only 20 minutes or so away. The fish hauled from the nets to the boat are transported to port and delivered to the market fresh, without having a chance to spoil. And so the fish served in Toyama Prefecture are always fresh and delicious.

Rich nature produces delicious water

Toyama is known as a prefecture in which good drinking water gushes out at all times just by turning on the faucet. The quality of water is such that multiple resources are listed in the Japanese environment ministry’s “Selected 100 Exquisite and Well-conserved Waters.” The 3,000-meter-class Northern Alps and Tateyama mountain range accumulate snow, which melts and provides streams of mineral-rich, cool, clean water year round. The forests of Toyama, which cover some 67 percent of the land, moreover act as a natural dam and collect groundwater, which is recharged, purified, and enriched with minerals over the years, and resurfaces as delicious drinking water.

Abundant water and fertile land yield delicious rice

Toyama boasts the largest proportion of rice paddies to cultivated land in Japan: an astounding 96 percent. The perennial snow of the Tateyama mountain range melts and flows into the Toyama Plain, quenching the thirst of the paddies with still cool water. As a result, even in the sweltering summer, the rice plants continue to grow vigorously and produce mature grains until just before harvest.
Toyama Bay Sushi Seasonal Toppings

Toyama Bay is blessed with rich nature and diverse marine products year round. Toyama Bay Sushi prepares these seasonal local ingredients fresh. Delight in naturally grown, fresh, in-season seafood, the specialty of Toyama.

Honmaguro (Kuramaguro)
Kuramaguro Pacific bluefin tuna
Pacific bluefin tuna travel the Sea of Japan and arrive at Toyama Bay in summer, to be served as a popular delicacy. The deep red slices with streaks of quality fat are a true luxury.

Shiroebi Broad velvet shrimp
The broad velvet shrimp is dubbed the “jewel of Toyama” for the beauty of its transparent pink coloring. Only in Toyama is this mollusk caught in larger volumes as fishing techniques advance.

Nodoguro (Akamura)
Blackthroat seaperch (Rosy sea bass)
The soft flesh of the blackthroat seaperch is a white yet fatty, and bland yet with a hint of sweetness.

Hotaruika Firefly squid
Schools of firefly squid migrate near the coast to lay eggs from March to early June. Only Toyama serves just-caught, fresh firefly squid.

Maiwash Sanjado Japanese sardine
Toyama Bay sardines are exquisite for they are served fresh, immediately after catching. The prefecture’s Himi iwashi dried sardines are famous nationwide.
Toyama Bay Sushi Seasonal Toppings

Beni-zuwaigani  Red snow crab
The red snow crab is an iconic winter delicacy of Toyama. The soft meat consisting of fine fibers is delicately sweet.

Amaebi  Pink shrimp
Toyama's pink shrimp has a distinct sweetness that melts in the mouth and tomalley with a punch. It is in season from late autumn to winter, but the summer catch is tasty too.

Baigai (Kagabai)  Japanese ivory shell
The kagabai has a firm texture and unique sweetness that spreads throughout the mouth. Enjoy with the ocean-scented entrails.

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