



The vote's in: O'Sushi wins again

By Kathleen Aoki

O-Sushi restaurant has done it again, scooping up the title of Australia's "Favorite Japanese Restaurant" in NSW by the national I Love Food Awards for the second time running.

With this latest accolade firmly cementing their place as the favourite Japanese eatery in the region, it's only the most recent icing on the cake for O-Sushi, who has won nine industry awards in the past eight years.

Clearly, they must be doing something right.

I recently paid a visit to their iconic restaurant in Byron Bay, hugely popular with both locals and tourists alike. Located in the heart of downtown Byron, it's a warm and inviting eatery decked in rich red walls and high ceilings—mixing traditional Japanese decor with the funky, modern vibe that is uniquely Byron Bay.

Their comprehensive dining menu offers everything from gourmet sushi, sashimi and hand rolls to tapas, tempura, and kushi-yaki. Or if you're like me, you'll enjoy selecting from the tempting array of meat, seafood and vegetarian sushi as it rolls by on the train—presenting a real, "Help, my eyes are bigger than stomach" dilemma.

Outstanding presentation of food and flavor is key to the success and popularity of O-Sushi, with highly trained chefs from Japan consistently creating some of the most beautiful and innovative sushi to be found anywhere.

I was particularly intrigued by a unique combination of salmon, cream cheese and avocado sushi rolled in a lovely orange-coloured mixture of rice and tobiko, topped with prawn and Japanese mayonnaise. The prawn

and mayonnaise was torched at high heat, producing a gorgeous smoky flavour and tantalizing caramel brown colour on top—pure genius.

Fully licensed, their drink menu is extensive, offering a large selection of premium beers, red and white wine, plum wine, cider, and of course, sake. Highly recommended is the Hakushika Namachozou. Best served cold, it is refreshingly light and clean, and the perfect complement to any sushi.

For the health-conscious, you can even choose from a selection of sushi made with biodynamic and organic brown rice. All of the soy used is gluten-free, and all ingredients are MSG-free—a reflection of their commitment to listening to their customers.

Indeed, O'Sushi founder Dan Regev believes that the foundation of O-Sushi's success is based in an open dialogue with customers. As Regev says, "We're fortunate that our customers give us feedback, both good and bad, because this allows us to carry on doing things that work and try and improve things that don't."

Well, the Australian public has voted and they agree that the formula works.

The latest *I Love FOOD Awards*. The 2012 Lifestyle Channel's *I Love Food Awards* were the biggest yet, with over 130,000 votes from hungry Australian's recorded. The winners can be viewed on the [Lifestyle Food website](#).