

THURSDAY, APRIL 23, 2009

SMART SUSHI MAKES WAVES

VANCOUVER LEADS THE WAY FOR SUSTAINABLE SUSHI



Ocean Wise
A Vancouver Aquarium Conservation Program

Vancouver, BC – Choosing ocean-friendly sushi became easier today in Vancouver! Ocean Wise - Canada's leading sustainable seafood restaurant program - celebrated the launch of Metro Vancouver's first Ocean Wise sushi restaurant, Zen Japanese Restaurant in West Vancouver.

At today's launch, taste buds were tantalized by ocean-friendly sushi creations by Zen's Executive Chef Nobu Ochi as guests also enjoyed author Casson Trenor's brand new book *Sustainable Sushi: A Guide to Saving the Oceans One Bite at a Time* and received a copy of SeaChoice's brand new sustainable sushi wallet guide.

"We are very pleased to have Zen Japanese Restaurant join Ocean Wise as our first Lower Mainland Japanese Sushi restaurant." said Mike McDermid, Ocean Wise program manager. "Ocean Wise is built on a model of continuous improvement, identifying the best options to consumers and finding sustainable solutions for unsustainable ones. Through this process, chefs have the ability to change our traditional or cultural tastes and we are very proud of the commitment that Chef Nobu Ochi has made to help all of us enjoy sushi in a sustainable manner."

Zen Japanese Restaurant has replaced unsustainable items such as 'snapper' aka rockfish and East Coast flounder to more sustainable options such as Pacific halibut. Vancouver sushi diners can now easily make the right choice for the health of the oceans simply by looking for the Ocean Wise symbol on Zen Japanese Restaurant's menu.

About Ocean Wise

The Ocean Wise brand on a restaurant menu is the trusted symbol of ocean-friendly seafood choices for discerning consumers. Launched in Vancouver, BC in January 2005, the Ocean Wise program has grown from a small, local initiative to a national program. Working with nearly 200 participating members with over 2,000 locations across Canada Ocean Wise offers environmentally-friendly seafood choices to consumers which are easily identified on menus by the Ocean Wise logo. www.oceanwise.ca

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