



Shiro[®]

OF JAPAN

The freshest restaurant-quality sushi and
authentic Japanese cuisine available

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Why settle for good sushi when great sushi is available..

...not only in restaurants but also in corporate dining rooms and retail shelves? At Shiro of Japan our highly skilled executive Sushi Chefs use only the freshest ingredients and the highest quality of sushi-grade seafood. They know that every piece of fish needs to be sliced at the right angle and that every piece of seaweed has its own unique characteristics that dictate on which side the rice should be rolled. Our sushi rice is hand-paddled and made from a time-honored Japanese recipe that was handed down over decades. All of our rolls are handmade the day of delivery.

Shiro of Japan is prepared to provide your organization with its quality and unique approach to Japanese cuisine.



Shiro of Japan's quality, leadership and reputation in the field has created a demand for its products.

We have been serving the public with fine Japanese cuisine since 1972. Our wholesale philosophy is simple: provide the same high-grade restaurant-quality sushi and traditional dishes off-premise as we do at our restaurants. Our sushi making is an art that has developed into a successful business.

If you are looking for a way to distinguish yourself from the competition as well as a way to increase sales, then add our fresh sushi or one of our traditional teriyaki dishes into your product mix. We would welcome the opportunity to provide you with a sampling so that you can taste the difference between mass-produced supermarket products and ours.

We offer packaged sushi rolls with our label or yours. We can provide sushi platters for all occasions and special events as well as provide on-site chefs with traditionally kimono-dressed servers and waitresses.



In addition, Shiro of Japan undergoes independent health and sanitation audits from outside companies and regulatory agencies to ensure safety and proper health code compliancy standards.

We can provide you with individually packaged rolls for your store with our label or yours



If you want to provide the best sushi and Japanese cuisine, then the choice is clear..

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OF JAPAN

**SERVING OVER 30 LOCATIONS INCLUDING
COLLEGES, CORPORATE DINING FACILITIES AND
GOVERNMENT AGENCIES**

**ZAGAT-Rated
Recognized for Exceptional Cuisine
Regularly Featured in the Media**

**40 Years of Tradition
References Available**

**Shiro[®]
OF JAPAN**



Shiro of Japan, with locations in Carle Place and Glendale, New York, has a long and distinguished reputation for providing exceptional and authentic Japanese dining experiences. Shiro of Japan has more than a thirty-seven-year tradition of setting dining trends in the New York region and offering exceptional service and memorable experiences.

Leading national and international corporations as well as educational institutions look to Shiro of Japan to provide them with the region's most creative and fresh Japanese cuisine. From authentic Japanese dishes to the innovative sushi creations of chef and co-owner Hiro Ishikawa, Shiro offers options and quality unequalled in the market. Hiro Ishikawa is the New York region's "sushi pioneer" who, over the past 40 years, has created many popular sushi rolls and traditional-style Japanese dishes. His creations have been enjoyed by corporate executives and celebrities including Sting, Billy Joel, Hall and Oats and many others.

The owners, chefs and staff of Shiro of Japan are committed to providing only the highest-quality, most innovative and fresh Japanese cuisine available.



Hiro Ishikawa

Restaurateur, Seafood Importer, Innovator
Taiko and Shiro of Japan

Hiro Ishikawa immigrated to the United States from Japan in the early 1970s. He immediately became involved in the restaurant industry and began to share his passion for authentic Japanese cuisine focused on using the freshest and highest-quality ingredients available.

Japanese cuisine has become extremely popular on Long Island in recent years. The history and reason for its rise to prominence can be traced back to one gregarious and innovative individual, Hiro Ishikawa. Hiro opened Long Island's first Japanese restaurant with a dedicated sushi bar, Taiko, in 1979, and since that time his innovations and culinary leadership have helped usher in the sushi craze in the region that continues to this day.

Hiro started his own seafood distributing company in 1980. With a keen eye for fine fish, Hiro started to provide the highest-quality sushi-grade fish to restaurants across the region. Today Ishikawa Seafood provides sushi-grade fish to the finest sushi and Japanese establishments on Long Island and in New York City. In 2003 Hiro and his partners acquired Shiro of Japan, Long Island's premier Japanese Hibachi steak house and sushi restaurant. This Long Island landmark continues to be one of the region's most popular establishments.





ROLLS AND SUSHI

Veggie Roll – assorted vegetables

Tuna Roll – fresh tuna

Eel Roll – eel and cucumber

California Roll – crab stick, cucumber and avocado

Philadelphia Roll – fresh salmon, cream cheese, onion

Salmon Avocado Roll – fresh salmon and avocado

Spicy Tuna Roll – fresh tuna, fish egg and spicy sesame oil

Miwo Roll – fresh spicy shrimp salad on top, inside spicy tuna, yellow tail, tempura flake

Black Dragon Roll – chopped shrimp & crab mix w/mayo & fish egg, avocado & eel on top

Chili Roll – chopped shrimp, crab mix w/mayo, fish egg, fresh salmon on top

Double Jake Roll – chopped shrimp & crab mix with mayonnaise & fish egg

No Name Roll – white fish, mayonnaise, tempura flake, topped with fresh chopped tuna

Rainbow Roll – crab & cucumber on top of fresh tuna, salmon & white fish

Red Dragon Roll – spicy tuna on top of chopped shrimp & crab mix w/mayo & fish egg inside

Nigiri – 5 pieces sushi nigiri and 1 roll

Lobster Roll – fresh-made lobster salad on top, chopped shrimp & crab mix with mayonnaise & fish egg inside

Reverse Red Dragon Roll – chopped shrimp & crab mix w/mayo & fish egg on top seared jake, with spicy tuna



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This is a small sampling of our sushi. For a complete menu or to create a customized sushi program, please contact

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* Menu items are made with today's freshest ingredients, and based on market conditions, some items may not be available.