



## **Buri** **The unexplored bliss.**

Buri may very well be the National fish of Japan, which has been loved by Japanese people since ancient times. This versatile juicy and full of umami fish is often served as crudo, sushi, or sashimi, but Buri is getting its due when 10 top chefs (seven in New York City and three in Los Angeles) serve a specially crafted Buri dish during **JFOODO's month-long Buri promotion from January 10 – February 6**. This special promotion is designed to cast a wide net on the fish which is also known as Japanese Hamachi, Yellowtail, or Amberjack.

Both wild and farmed Buri are extremely popular in Japan. Farmed Buri is delicious all year round but wild Buri is seasonable in the colder months. Japanese Buri is rich in nutritional value and contains abundant quantities of Omega-3 fatty acids including DHA and EPA, which are important for brain and heart health. The chefs were asked to come up with a dish using Buri that reflected their cuisine to show that the fish can be adapted to cuisines other than Japanese. In the hands of these masters, Buri takes on personalities from France, America, South Korea, Southeast Asia, and Japan. It is showcased, poached, grilled, steamed, sauteed, and raw, but either way the result is pure perfection. Diners will get to experience the bliss of Buri at the following participating restaurants. To view photos and videos go [JFOODO Buri website](#).

### **New York City**

**[Jua](#), Chef Hoyoung Kim**

*BANG-EO Slow cooked Buri with smoked bone sauce*

**[Contra](#), Chefs Jeremiah Stone and Fabian Von Hauske**

*Olive Oil Poached Buri with Radish Broth and Charred Scallions*

**[The Musket Room](#), Chef Mary Attea**

*Japanese Buri Crudo with Winter Citrus, Pistachios and Pomegranate*

**[Scarpetta New York](#), Chef Jorge Espinoza**

*Buri Confit*

**[Oceans](#), Chef Andy Kitko**

*Grilled Japanese Buri, Matsutake Mushrooms, Black Truffle, Peking Duck Broth*

**[Veranda](#), Chef George Mendes**

*Buri Confit*

**[Essex Pearl](#), Chef Daniel Le**

*Coconut-Fish Sauce Braised Buri*

### **Los Angeles**

**[Citrin](#), Chef Josiah Citrin**

*Japanese Buri Collar Roasted and Glazed, Carrot Escabeche, Yuzu Emulsion, Puffed Grains*

**[Shibumi](#), Chef David Schlosser**

*Grilled wild Japanese Buri - Buri, dried persimmon "hoshigaki", ginger*

**[Kinn](#), Chef Ki Kim**

*Charcoal grilled Buri with oyster cream and turnip*

For more information go to the [JFOODO Buri website](#)

Instagram [@burijapan](#)

[Press photos](#)



JFOODO was established by the Japanese government in 2017 with the aim of boosting the export of Japanese agricultural, forestry, fishery and food products by branding them and promoting them widely around the world.