

WELCOME TO TOKYO

東京へようこそ

WELCOME TO OUR NEW MENU.
FIND ALL THE FRESHEST FLAVORS
OF TOKYO SERVED UP WITH
NEW TALES FROM THE LOCALS.
#THISISTOKYO

WHAT TO EAT

HOT DISHES	4
COLD DISHES	6
SWEETS	8

WHAT TO KNOW

OTAKU REVOLUTION	9
The geek fashion takeover	
BEYOND KAWAII	10
Fashion fix	
THUNDERBOX AT PLAY	12
Gaming gear is reborn	
TAKASHI MURAKAMI	14
The 500 Arhats	






HOW TO YO!

CHOOSE PLATES FROM THE BELT
OR ORDER FROM THE MENU.

SEVEN COLORS, SEVEN PRICES.

WHEN YOU'RE DONE WE'LL
COUNT THE PLATES TO WORK
OUT YOUR CHECK.

	\$3.00		\$5.00
	\$3.50		\$6.00
	\$4.00		\$7.00
	\$4.50		

V VEGETARIAN **N** CONTAINS NUTS

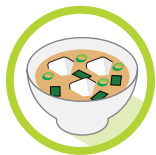
Please Inform your server if a person in your party has a food allergy.
Peanuts, nuts and other food allergens may be present at YO! Sushi.
We cannot guarantee that our products will be free of the eight major
allergens identified by the FDA. These dishes contain raw or uncooked fish.
Consuming raw or uncooked fish can cause foodborne illnesses.

Helping us with our
tales from Tokyo

METROPOLIS

MISO & RAMEN スープ

SOUP, NOODLES & BROTHS



Miso Soup (unlimited)
Light & healthy traditional soya bean broth with wakame, scallions and tofu. **V**



NEW!
Clam & Enoki Miso
Miso broth with clams, mushrooms and wakame with shichimi chilli powder.



Spicy Seafood Udon Noodle or Rice
Spicy kimchi broth with fresh shrimps, salmon, calamari and vegetables.



Shrimp Tempura Ramen
Shrimp tempura broth with ramen noodles, scallions, nori and sesame seeds.



Sesame Garlic Ramen
Garlic broth with ramen noodles, scallions, nori, sesame seeds and chilli sesame oil.

CHAHAN チャハン

JAPANESE FRIED RICE



Plain
Plain steamed Japanese rice, piled high and served straight up. **V**



Yasai
Crunchy fresh vegetables, edamame, shichimi chilli powder and sesame oil. **V**



Chicken
The same as our vegetable version with fresh grilled chicken.



Salmon
The same as our vegetable version with flaked salmon.



YAKISOBA 焼きそば

STIR-FRIED NOODLES



Plain
Hot noodles to slurp, served straight up. **V**



Yasai
A tangy favorite, served with crunchy fresh vegetables. **V**



Chicken
Hot noodles with fresh pieces of chicken.



Shrimp
Hot noodles piled high with grilled shrimp and vegetables.

KATSU カツ

CRISPY COATED IN PANKO



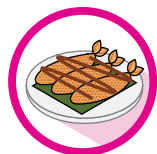
NEW!
Tofu Katsu Curry
Crispy tofu with curry sauce, pickles and steamed rice. **V N**



Chicken Katsu
Crispy chicken drizzled with tonkatsu sauce.



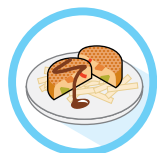
Chicken Katsu Curry
Crispy chicken covered in mild curry, served with pickles and steamed white rice. **N**



Ebi Fry
Crispy tail-on shrimp drizzled with tonkatsu sauce.



Ebi Fry Curry
Crispy shrimp katsu topped with mild curry, pickles and steamed white rice. **N**



Yasai Katsu
Vegetable katsu in Japanese panko with tonkatsu sauce. **V**



Katsu Selection
Chicken, Yasai, and Ebi Fry drizzled with tonkatsu sauce.



NEW!
Maguro Katsu
A special blend of Yellowfin tuna, onion and mayo with wasabi sauce.

YATAI 屋台

TRADITIONAL STREET FOOD



NEW!
Chicken Wings
Nagoya's favorite crispy fried chicken wings served with lime.



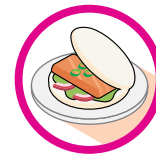
Chicken Kara Age
Crunchy chicken marinated in sake and soy.



Spicy Pepper Calamari
Marinated calamari crispy fried and served with red chilli and scallions.



Takoyaki
Lightly battered dough balls with octopus, topped with mayo, bonito and lots more. Osaka's No.1!



Salmon Steamed Bun
Grilled kimchi salmon Hirata bun, light and pillowy with pickled onions.



Chicken Steamed Bun
Crunchy Chicken Kara Age Hirata bun, stuffed with red radish, greens and mayo.



Yasai Harumaki
Crunchy veg-loaded spring rolls with sweet chilli dipping sauce. **V**

HONMONO 本物

AUTHENTIC HOME COOKING



NEW!
Chazuke
Salmon and Yellowtail with rice, sesame paste, nori, yuzu koshu, fragrant shiso leaf and umami broth.



NEW!
Nanbanzuke
Sweet & sour Yellowtail and pickles nestled on rice. Southern barbarian food!



GYOZA 餃子

DUMPLINGS



Yasai
Crunchy vegetable and soya filled gyoza with soy vinegar dipping sauce. **V**



Chicken
Chicken and vegetable filled gyoza with soy vinegar dipping sauce.



Shrimp
Shrimp and vegetable filled gyoza with soy vinegar dipping sauce.

TEMPURA 天ぷら

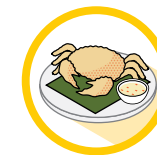
CRISP & LIGHT BATTER



Yasai
Lightly battered vegetable selection for dipping in a sesame vinegar. **V**



Popcorn Shrimp
A pile of crispy shrimp topped with a sweet shiro miso & chilli sauce.



Soft Shell Crab
Classic soft shell crab pieces served with our sweet chilli mayo dip.



Hamachi
Slices of Japanese Yellowtail and shiso leaf with a ponzu dip.

TERIYAKI 照り焼き

GLAZED IN A SWEET SOY



Chicken Teriyaki
Fresh chicken, sliced and diced hot off the grill with steamed rice.



NEW!
Salmon Teriyaki
Fresh pieces of tender salmon served hot from the grill with steamed rice.

HOT DISHES

温まる料理

SASHIMI 刺身

PREMIUM SLICES OF FISH OR MEAT



Salmon
Our freshest cuts of thick-sliced salmon, with daikon and lemon.



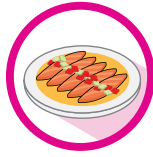
Tuna
Thick cut slices of Big Eye tuna with daikon and lime.



Albacore Truffle Ponzu Tataki
Lightly seared Albacore tuna with a truffle ponzu dressing.



Beef Tataki
Pepper-seared rare beef and tangy cilantro pesto.



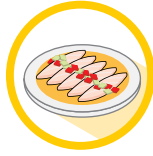
Salmon & Yuzu Salsa
Thin sliced salmon served up with a yuzu salsa & ponzu dressing.



Salmon Selection
Three pieces of sashimi, two sushi and two maki all on one plate.



Tuna & Caviar
Sake & soy marinated, pepper-seared tuna served with shiso leaf.



Hamachi
Premium cut slices of Japanese Yellowtail with Ponzu and chili.

COLD DISHES

冷たい食物

OTSUMAMI おつまみ

JAPANESE SIDES & SNACKS



Edamame
Pods sprinkled with salt flakes and scallions. Suck out the beans and eat! **V**



Kaiso Seaweed
Marinated mixed seaweed, edamame and carrots in a su-miso sauce. **V**



Kimchi Ika
Poached calamari with quick-pickled kimchi chilli vegetables. **NEW!**



Harusame Salad
Fried slices of eggplant with a garlic & ginger sesame soy dressing. **V**



Potato Salada
The Izakaya classic. Potato, quick-pickled vegetables with karashi mustard mayo dressing. **V**



Spicy Chicken Salad
Kimchi grilled chicken with crunchy salad and a sesame soy dressing.

SUSHI 寿司

RICE BLOCKS WITH A TOPPING



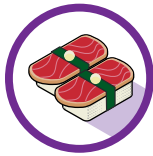
Inari
Sweet fried beancurd parcels stuffed with rice. **V**



Sushi Selection
Tasting plate of Tuna sushi, Salmon sushi and Hamachi sushi. **NEW!**



Assorted Sushi & Maki
Salmon, Tuna and Ebi sushi, Avocado and Kappa Maki. **NEW!**



Beef
Seared beef with nori and 7-chilli shichimi powder for spice.



Kaiso
Marinated seaweed with su-miso sauce, wrapped in nori. **V**



Albacore Tuna
Quick-seared Albacore tuna, scallions and cress with truffle ponzu.



Ama Ebi
Sweet raw shrimp with traditional wasabi and nori. **NEW!**



Tamago
Sweet and light egg omelette and nori. **V**



Salmon
Fresh slices of salmon with a touch of wasabi.



Tuna
Big Eye tuna with wasabi on rice.



Hamachi
Fresh premium Yellowtail with a touch of wasabi.



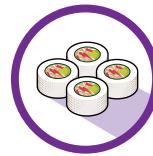
Ebi
Poached and butterflied shrimp with a wasabi kick.

ROLLS ロール

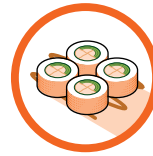
LARGE AND SMALL SUSHI ROLLS



Crispy Salmon Skin
Crispy fried salmon skin nori roll with shichimi powder and scallions.



California
Crab salad, avocado and Japanese mayo nori roll with toasted black and white sesame seeds.



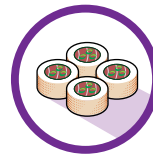
Spicy Chicken
Crispy chicken katsu nori roll with shichimi powder and tonkatsu sauce.



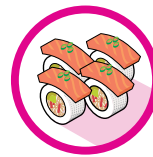
YO! Roll
Our signature roll! Fresh salmon, avocado, Japanese mayo and orange masago.



Yasai
Veggie heaven: tamago inari, avocado, cucumber, carrot nori roll with teriyaki and mayo. **V**



Spicy Tuna
Chopped Yellowfin tuna, spicy sriracha and rayu chilli oil nori roll with shichimi powder.



Dragon Roll
California roll topped with fresh salmon, shichimi powder and scallions.



Ebi
Shrimp katsu and avocado filled nori roll with dried purple shiso yukari. **NEW!**



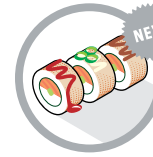
Spider
Tempura soft shell crab and pickled ginger roll with yuzu tobiko and sweet chilli sauce. **NEW!**



Blossom
Shrimp katsu and avocado nori roll with purple shiso yukari and spicy tuna topping.



Dynamite
Salmon & avocado nori roll with rayu chilli oil, sriracha mayo and scallions. It's a hot one! **NEW!**



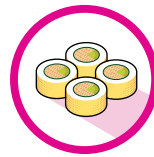
Ginza
Fresh salmon, cream cheese and cucumber roll with arenkha caviar, teriyaki, sriracha and mayo and crispy shallots. **NEW!**



Fish No Chip Roll
Yellowtail tempura, onion, cucumber and wasabi sauce nori roll with chives. **NEW!**



Philadelphia
Smoked salmon, cream cheese and cucumber nori roll.



Tempura Spicy Tuna
Crisp tempura Yellowfin tuna, spicy sriracha & rayu chili oil nori roll with shichimi powder coated in tempura batter.



Avocado
Soft avocado and mayo nori roll. **V**



Kappa
Crunchy cucumber and toasted sesame seed nori roll. **V**



Salmon
Fresh salmon and wasabi nori roll.



Tuna
Yellowfin tuna and wasabi nori roll.

TEMAKI 手巻き

MAKE YOUR OWN HAND ROLL

Choose one filling from each section to make your favorite nori wrapped rice cone.



1

Soft Shell Crab
Tempura
Spicy Tuna
Ebi Fry
Chicken Katsu
Fresh Salmon

2

Avocado
Cucumber
Salad
Scallions
Inari

3

Mayo
Hot Chilli Sauce
Katsu Sauce
Sweet Chilli Mayo
Sesame Sauce
Su-Miso

● \$3.00 ● \$3.50 ● \$4.00 ● \$4.50 ● \$5.00 ● \$6.00 ● \$7.00



Photograph: Christabelle Ong

SWEETS

和菓子



Fresh Fruit

The perfect palate cleanser - our fresh and healthy fruit plate. **V**



Matcha Dorayaki

Green tea flavored pancake with a red bean filling. **V**



Sesame Dorayaki

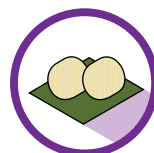
Black sesame flavored pancake with a red bean filling. **V**



NEW!

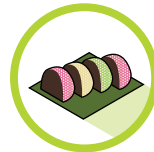
Matcha Cheesecake

A soft and moist green tea baked soufflé cheesecake with a crisp base. **V**



Ice Cream Mochi

Soft frozen duo of green tea and strawberry flavor rice balls. **V**



Mochi Selection

Bite into traditional chewy Japanese rice balls to reveal soft red bean centers. **V**



Chocolate Mochi

Bite into the glutinous soft rice outer to reveal a rich chocolate and coconut ganache center. **V**



NEW!

Chocolate Roll

Japanese chocolate roll with fresh cream. **V**



NEW!

Strawberry Roll

Japanese strawberry roll with fresh cream. **V**

オタク ファッション

OTAKU REVOLUTION

BY SAMUEL THOMAS chloma.com



THERE IS NO DOUBT THAT FOR AN ENTIRE GENERATION, THE CALLING CARD OF JAPANESE CULTURE IS THE WORLD OF ANIME AND MANGA.

It has become an aesthetic that is now celebrated all over the world. However, its otaku stigma - Japanese for 'obsessive geek' - has prevented the fashion industry from adopting this unique Japanese aesthetic in their designs...until now.

The otaku revolution began in the early 2010s, with Akihabara fans in Tokyo embracing their own style and rocking up in ita-sha cars which feature typical otaku imagery. Eventually this

spread to the fashion industry, with the emergence of Gokai - Akihabara's first avant-garde fashion boutique - which celebrates fashion infused with aesthetics of the surrounding otaku-esque streets.

This movement has inspired the likes of Chloma, design duo Junya Suzuki and Reiko Sakuma, to make their own otaku-inspired collection. They embrace the silhouettes, textures and colors of the 2D world and have turned it into a 3D reality that is ready to wear! Chloma's next project is to take virtual reality boutiques to the next level using Oculus Rift. Soon you will be able to experience their work in the very digital reality that gave birth to it.

FASHION FIX

There's no way around it. Kawaii 'cuteness' is the dominant cultural force in Tokyo fashion at the moment, and it shows little sign of abating. In the past the party-bound gyaru or cemetery-bound Goth might have held our interest a bit more with parallel conversations on a sub-cultural level, but now kawaii sets the style pace - and everyone else falls in line.

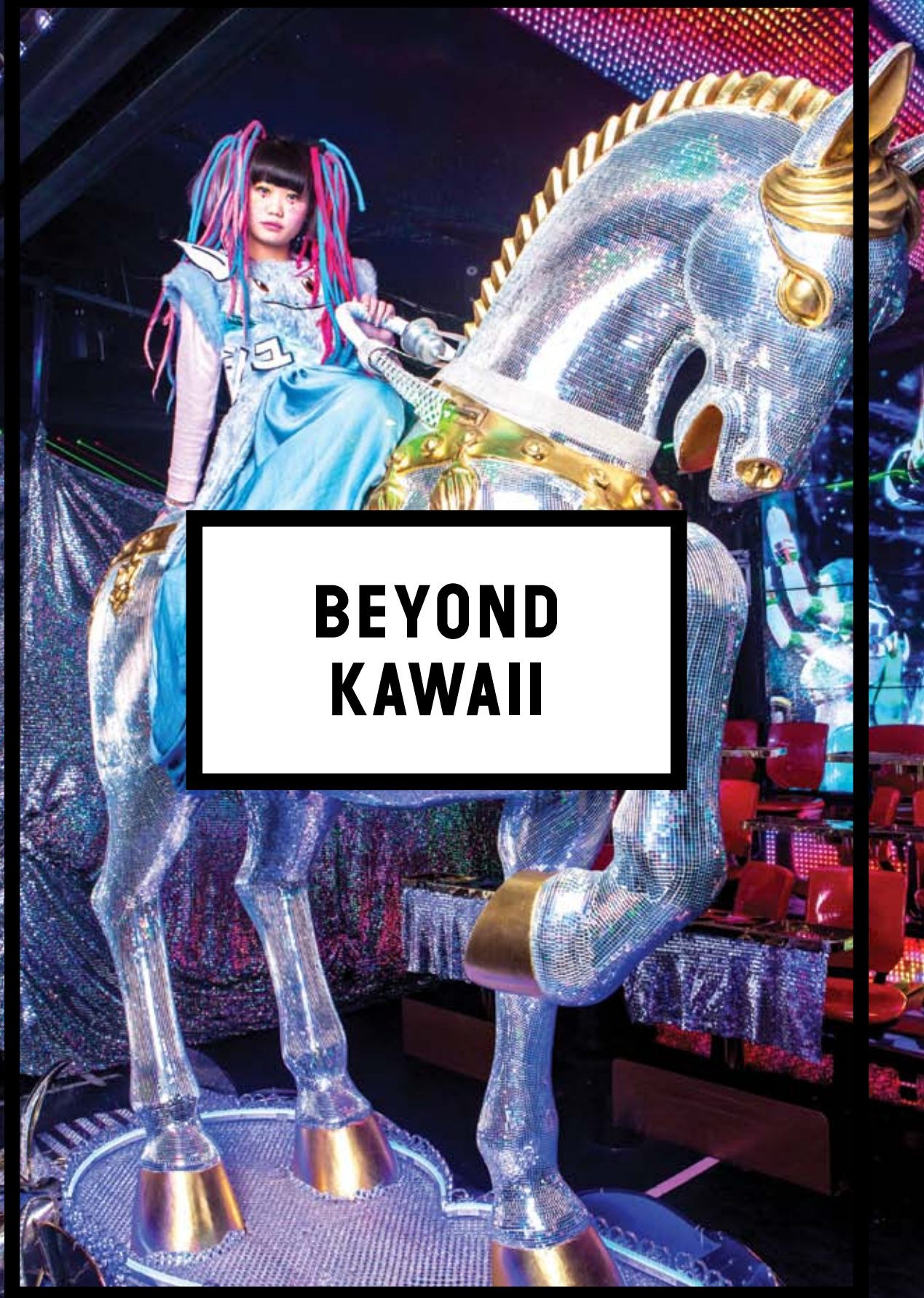
It might be cute, but look past the pretty and kawaii reveals unexpected depth. Ever since 6% *DokiDoki* creative director Sebastian Masuda proclaimed, "kawaii is the new punk", it has become an avenue for subversion in Japanese fashion. And it doesn't just rely on the garments themselves, but on their context. Kawaii fashion is both a societally acceptable avenue for the young - and a state celebrated by the male gaze - but take it out of those contexts and it can be a powerful tool for rebellion. After all, there is nothing inherently transgressive about a Lolita fashion party dress. But rather it's the fact that an adult woman is wearing it. This is an act of rebellion against Japanese societal expectations which stipulate 'good wife, wise mother'. Set against the spikes and scum of punk that - until gentrified by the fashion establishment - were a rebellion themselves, kawaii is an ironically more cerebral, more mature 'middle finger' to society at large.

And now this kawaii revolution has spread to men's fashion, with designers such as Mikio Sakabe long realising the counter-culture implications of a kawaii man. With menswear tastes veering away from the conventionally masculine, this is the fashion frontier to watch. Ultimately, extremes of kawaii culture only serve to highlight that kawaii is not about being feminine, but un-gendered. After all, anything can be kawaii: a certain silent cat, even a pen, and certainly a man.

BY SAMUEL THOMAS
metropolisjapan.com

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BEYOND KAWAII



BY SAMUEL THOMAS
metropolisjapan.com

THUNDERBOX AT PLAY

THUNDERBOX FROM DESIGNER TSUYOSHI MORITA IS A SURPRISINGLY WELL-KEPT SECRET ON THE TOKYO FASHION SCENE.

Word of the brand originally spread across the city with each wear. Fellow streetwear aficionados would clock the geek-chic references and gravitate to the Thunderbox mothership - a stone's throw from the sub-culture mecca of Nakano Broadway.

It's this all-important sense of style that separates Thunderbox from the usual fandom fare and takes it into fashion proper. Its references are kept relatively guarded - but pleasingly obscure - so that only those in the know, will know.

Frequently retro games take center stage in Morita's designs. A fact which delights serious gaming fans who love their fashion, with pieces inspired by the colors and lines of Nintendo's Japanese Famicom and the Western NES - with even the ubiquitous NES Zapper turning up. If that last sentence lost you somewhere around Nintendo, this might not be the brand for you. But these are collections that are all about their references. What about the red armbands inspired by the legendary avant-garde electronic act Yellow Magic Orchestra? Or any number of nods to Star Wars? This eclectic mix is not only well observed, but also well executed. D-pads turn up as buttons, 8 bit characters are embroidered, ready to satisfy the craving to wear your subcultural affiliations in a way that other half-hearted collaborations and merchandise could never deliver on.

You can find the brand online, but visit the West Tokyo Nakano store and you'll see the brand in its full cultural context, including the ultra rare, original gacha machine from Cosmos and fully functional arcade games. While an essential part of any sub-culture is hoping not too many people catch on, this one inevitably will.



TAKASHI MURAKAMI

村上隆のポップ

BY C.B. LIDDELL
metropolisjapan.com

THE INTERNATIONALLY ACCLAIMED ARTIST PROVES HIMSELF TO HIS HOMELAND

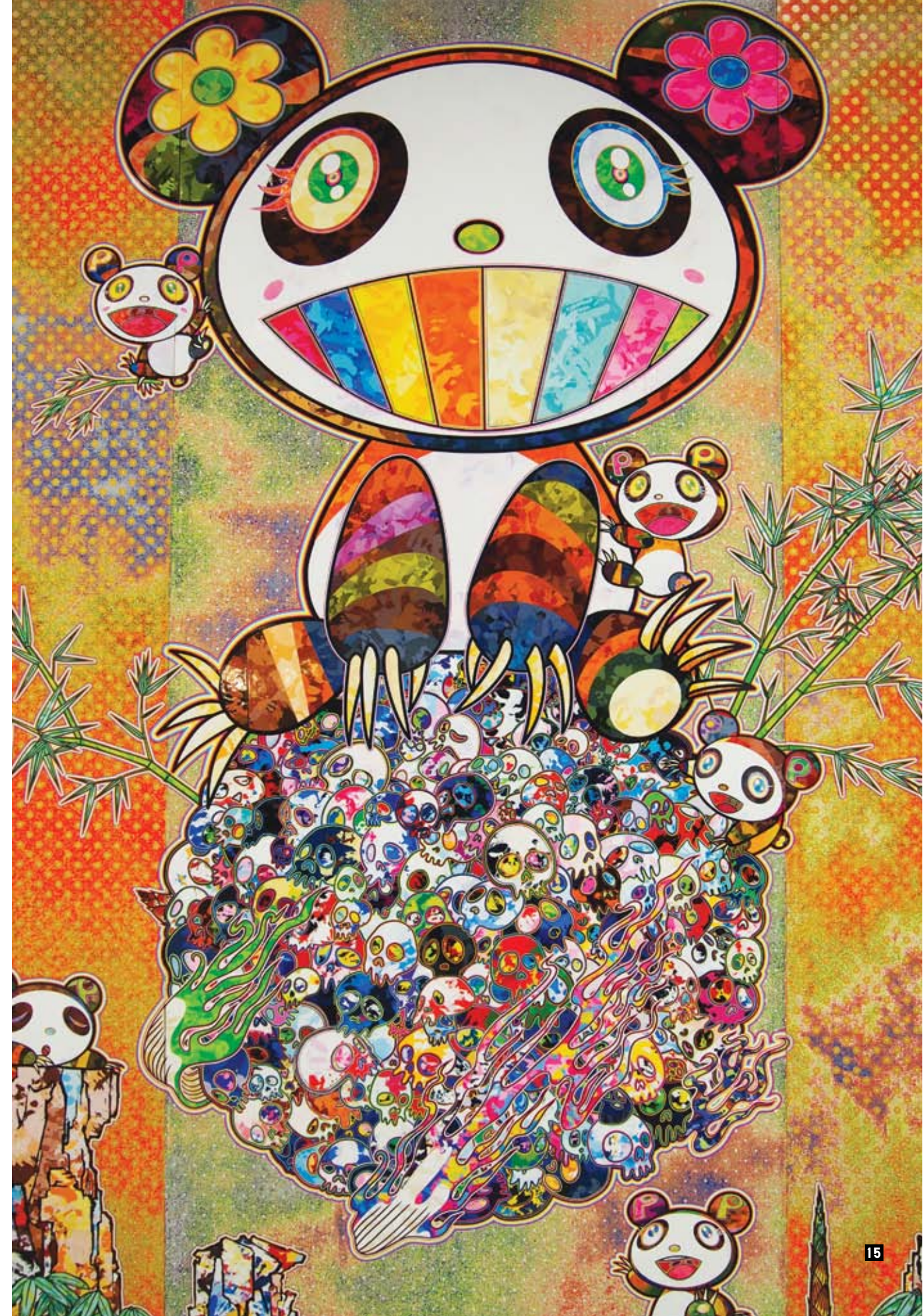
Takashi Murakami is one of those Japanese artists who seem to be a lot more popular with people outside of Japan than within. Perhaps this is a reflection of the fact that - like automobiles and electronics - the Japanese contemporary art market is skewed heavily towards export. Overseas, Murakami's otaku-flavored pop art plays out remarkably well, yet in Japan he is often dismissed as tacky and jejune.

His latest big exhibition at the Mori Museum of Art, *Takashi Murakami: The 500 Arhats*, seems to be an attempt to address this imbalance. This new art is now moving strongly towards referencing traditional Japanese art.

The 500 Arhats refers to 500 'perfected persons' who've attained nirvana ... in other words, Buddhist saints. Painting 500 of them has long been considered something of a spiritual exercise for Buddhists. Many images are initially impressive - large, garishly coloured, with an excellent finish. Yet, when all's said and done, these are manga-esque images full of knowing irony. Each post-modern addition grafted onto a tradition defined by genuine belief and piety.

The real genius in Murakami's case is not so much his artistic ability - which many 'lesser artists' could match or surpass (and which is supplemented anyway by his numerous assistants). But his managerial ability, social power, and geek-like understanding of how the modern internet-driven media works.

This embrace of modern, internet-facilitated egoism runs directly counter to the self-effacing message of Buddhism the exhibition is ostensibly about. From one point of view, this represents continuity with the ironic art of Murakami's past, but from another, it contradicts Murakami's goal of becoming more accepted by the Japanese mainstream.



MOSHI MOSHI



#THISISTOKYO

SUSHI LOVERS

FOR THE FRESHEST
NEWS AND FLAVORS
FROM TOKYO

Sign up to our Love Club
and get exclusive members-
only offers, VIP invites to
our events and be the first
to know about what's new
to hit our belt. Well...what
are you waiting for?

Sign up today:
yosushiusa.com/signup

YO! BOSTON AND NYC

Look out for our new
restaurants
coming soon



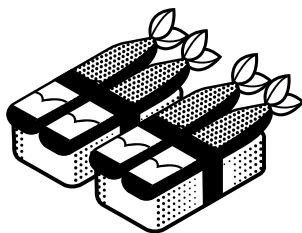
HOOKED ON HARAJUKU

We're inspired by authentic Japanese food,
taking our flavors straight from the streets
of Tokyo and styling them up our way.

From traditional izakaya bars with beers
and bites to the freshest cuts of sushi, sake
and modern street food. It's fast and fresh
with a YO! twist.

Steaming bowls of ramen, straight up sashimi,
pillowy buns - whatever your favorite, you
can expect to eat it fresh. We'll add the finest
ingredients to our dishes, sourcing yuzu oils, caviar
and truffle for exciting flavor combinations.

When our Exec Chef isn't cooking, he'll be in
Tokyo seeking out the latest flavors, sampling
feasts of meat, noodles and spice all in the
name of YO! - bringing them into the kitchen
and on to the next plate.



HAPPY FISH

We need to talk about fish.

We eat no evil here. It's our
mission to know exactly where
our fish comes from before
we bring it to your plate.

Take our Norwegian salmon.
Delivered to us 6 days a week,
we're only happy with less than
2% fish in over 98% seawater.
Why? Because healthy salmon
equals tasty salmon.

And when it comes to our
tuna, it's all about the mellow
yellow and Big Eye. We'll only
ever use Yellowfin and Big Eye
(never Bluefin) so you can
eat happy. Arigato!

LIVE FAST EAT FRESH

YO LO

The world's
oldest man,
Yasutaro
Koide from
Japan, lived
until he was
112 years old.
He said the
key to a long
life was to
'live with joy'.

喜びと一緒に暮らす

~~~~~ ONLY THE FRESHEST SURVIVE

All our food is prepared fresh
on site every single day.

東京・原宿マニア