

# Welcome to Hokkaido, the kingdom of sushi!



## If you want to eat sushi, Hokkaido – its birthplace – is the place to go.

Sushi is gaining popularity around the world. A familiar type of sushi is called *namazushi*, which consists of pieces of rice topped with sliced raw fish. *Namazushi* was born in Hokkaido.

A long time ago, cooked fish in its simmered, broiled, steamed, marinated (in vinegar) or salted form was used for sushi to prevent the topping from going bad. However, the ready availability of fresh fish in Hokkaido meant that the raw form could be used as a topping, and the wide range of fish and shellfish in the vast waters surrounding Hokkaido provides a rich variety of tastes.

If you're new to sushi restaurants, it might take you a minute to understand how to order and eat in them, but you'll be fine as long as you know the rules and etiquette surrounding sushi. Read this leaflet and enjoy Hokkaido sushi with style!

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