

Masu Sushi & Robata to Open Second Location at Mall of America
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MINNEAPOLIS – (December 27, 2011) Masu Sushi & Robata has announced plans to open a second location at the Mall of America. The new restaurant is scheduled to open sometime in the early spring 2012, almost exactly one year after opening its first location in northeast Minneapolis.

The new restaurant will follow the look and feel of the original with an urban, contemporary Japanese design and a menu focusing on a variety of noodle dishes, fresh sustainable sushi and robata, a style of Japanese grilling where meats and vegetables are skewered and seared over high heat.

“While we’re staying true to the Masu concept, this is our opportunity to play around, have some fun, and refine a few things,” said Stephan Hesse, Masu corporate executive chef. “We’re going to move the sushi bar next to the robata grill and kitchen, so the chefs can have more interaction with each other and, in turn, have greater interaction with our guests. People love being able to interact and watch the chefs while sitting up at the sushi bar and we want to build on that experience.

“And, of course, we’ll have all the guest favorites on the menu, including the Pork Belly Ramen and the Gummi Shochu Sours,” added Hesse, referring to the restaurant’s award-winning signature dish and cheeky cocktails.

Masu will be located on the third floor south, #344, in the space previously occupied by Soul Daddy. Shea, Inc. will once again oversee the design of the new restaurant which is expected to seat about 120 and will continue the urban, upbeat, contemporary Japanese theme, including a kaleidoscope of unique munny dolls designed by local artists.

James Beard award winner Chef Tim McKee also continues his role as a consultant with the restaurant and will work with Chef Hesse to add, refine and adapt the menu to meet the demands of Mall of America diners.

“Between the menu and the atmosphere we want to preserve that sense of a casual neighborhood hangout that respects the food and technique, and consistently deliver a more-than-expected dining experience,” said Hesse.

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About Masu Sushi & Robata

Masu Sushi & Robata opened its first restaurant in April 2011 in northeast Minneapolis in a converted bank building. Masu is owned and operated by Nay Hla and his brother Lin, founders and owners of Sushi Avenue, a private, family owned sushi company that supplies chefs, recipes, seafood and other sushi-related ingredients to upscale supermarkets, universities and foodservice locations across the country. President and

CEO, Hla, has more than 17 years of experience in the sushi industry. Hla, along with his brother, Nay Lin, who serves as Sushi Avenue's vice president, founded the company in 2004 rapidly turning it into one of the premier sushi businesses in the country.