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EIGHT SUSHI LOUNGE ANNOUNCES CUSTOM BRAND SAKE LABEL EIGHT JUNMAI GINJO MAKES MENU DEBUT



ATLANTA: Innovation is key for the chefs behind Eight Sushi Lounge. This holds true for the Ho family’s mastery in serving up boundless creative dishes, and that finesse now extends into their very own custom brand of aromatic, rich sake called Eight Junmai Ginjo. With an already impressive list of 30 premium sake on the menu to choose from, this addition makes the dining experience even more special.

Dishes that flesh out different tastes, textures, and artful presentations meant it was essential that their sake complement each plate seamlessly. With a process that took nearly a year, carefully chosen through many sake taste sessions, the family undoubtedly made it happen. Offered in an 8 ounce jar for \$17 or bottle for \$48, Eight Junmai Ginjo will excite the palate with a semi-dry taste, rich seemingly infinite layers that unfold throughout a meal, as well as a mellow inviting aroma. As guests savor in the sake, they will notice a robust floral scent, fused with hints of melon. The smooth texture will manifest itself when served warm, and these fragrances will shine when served cold. It’s all about preference, as the guest can decide which temperature suits their fancy.

“Our family traveled to taste a variety of different sake before creating ours,” revealed Director of Operations Windy Ho, who will be a certified sake sommelier in October. “We wanted our private label to be a testament to who we are. Those who come to Eight, want a unique culinary experience unlike ordinary sushi restaurants. It was important that our sake show that side of what we do, and be versatile regarding how it’s served, hot or cold, with magnetic aromas and flavor profiles.”

The Ho family first began this craft by choosing to use 100% Omachi Rice for their sake. This creates a rich sake with an understated fragrance, soft yet strong tones, and a complex profile of minerals and fruits. If that doesn’t sound enticing enough, it is also the father of almost all premium sake rice varieties, as well as the first sake rice to ever be discovered. In addition, using a Daiginjo grade is equally as important, as this grade is created in small batches at the Akita Prefecture in the northern regions of Japan. The Akita Seishu brewery prides itself on only brewing “original and local” sake, using only local rice and water sourced within 10 km of the brewery, and it shows in the authentic taste reflected by the region. Both of these qualities is what makes Eight Junmai Ginjo so exquisite. Guests are encouraged to enjoy it at any and every temperature and pair it perfectly with a vast variety of Eight’s heavenly dishes ranging from sashimi to stir-fry vegetables to their Miso-glazed steak.

About Eight Sushi Lounge: Located at 930 Howell Mill Rd in the Brady of West Midtown, Eight Sushi Lounge is a sushi restaurant where Executive Chef Handy Ho and family take a contemporary approach on traditional Japanese dishes for a unique and authentic experience. Rated the #1 New Restaurant by YELP reviewers and on Jezebel’s Top 100 Hottest Restaurants of 2016, Eight Sushi Lounge has proven their success in building an excellent reputation among Atlantans. Guest can enjoy tasting menus, appreciation events, educational experiences, and even VIP perks through their Eight Insider List. Open Monday – Friday for lunch and nightly for dinner and drinks. Follow Eight Sushi to stay up to date on menu changes and events on [Facebook](#) and [Instagram](#). For more information or to make reservations, please visit www.eightsushiatl.com.

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