



Paul Phear  
1:00pm - 5:00pm

PRESS PLAY



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## Me Love Sushi - White & Black Days

The recently opened Me Love Sushi restaurant in Swiss Cottage, London NW3, is taking inspiration from Japanese Valentine's Day celebrations and introducing 'White Day' (March 14th) a time when men give the special women in their lives gifts, and 'Black Day' (April 14th) when single people who didn't receive presents on either Valentine's Day or White Day gather together to eat noodles and commiserate.

Valentine's Day in Japan, an imported tradition, is considered a day when women give the special men in their lives a box of chocolates. To balance out the one-sidedness of this practice, White Day, a purely Japanese creation, was invented and is celebrated exactly one month later, on March 14th, for men to reciprocate with gifts.

Although White Day was originally launched by a confectioner, it has now become standard for the men to give bigger gifts than just chocolate. Me Love Sushi is inviting couples to come and celebrate White Day in the restaurant and bar and, in keeping with the theme, will give all ladies dining that day a complimentary 'Love' cocktail in the bar afterwards and the men, who will presumably be paying, will receive a 10% discount.

On April 14th, Me Love Sushi will be celebrating another Far Eastern tradition, 'Black Day,' when the restaurant will offer singles identifying themselves to the staff and dining in the restaurant, a 2 for 1 on all noodle dishes. This marks a South Korean tradition whereby single people get together and eat jajangmyeon (noodles with black bean sauce) and commiserate their singledom! Noodle dishes at Me Love Sushi include salmon (£8), prawn (£6.50), beef (£8), duck (£7) and vegetable (£5). Those dining on April 14th can also enjoy a complimentary Love cocktail in the bar afterwards.

Me Love Sushi is a casual dining experience offering premium quality Japanese cuisine with menu items including a selection of sashimi, nigiri and rolls as well as one-bowl noodle and rice dishes. Specialities include black cod with miso donburi, soft shell crab temaki (hand roll), and the phoenix futomaki (large roll with sliced salmon, tuna, seabass, cucumber and flying fish roe fried in tempura batter). Seating is on stylish wooden benches at communal tables, or on dining chairs at smaller tables. Taking inspiration from Japanese themes and designs, the interior includes elements of red, black and white colour with feature lighting and etched windows.

The elegant champagne and sake bar upstairs has an 'in the know' feel, due to its intimate size. With seating for just 44 people, the stunning room, with black leather banquettes and stools, offers plenty of natural light, through large windows and a skylight, and an atmospheric spot to people-watch from at night.

Me Love Sushi also serves high-quality food 'To Go' which can be ordered online ([www.melovesushi.com](http://www.melovesushi.com)) for collection or delivered free to the surrounding area (approximately a 2 mile radius of the NW3 restaurant).

Me Love Sushi is located at 100 Avenue Road, Swiss Cottage, London NW3. For more information call 020 7483 0888 or for sushi 'To Go' visit [www.melovesushi.com](http://www.melovesushi.com). Further Me Love Sushi 'To Go' can be found in Mill Hill and Radlett.



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