

For Immediate Release

**Ichi Sushi & Sashimi Bar**  
**Opens on London's South Bank**

London, 2 June 2010 – Ichi Sushi & Sashimi Bar, an intimate Japanese-style restaurant serving purely sushi and sashimi, opens today in the heart of London's South Bank.

The sleek new restaurant, with bar and table seating for 30 people, is open for lunch and dinner daily. It is located at the Park Plaza Westminster Bridge hotel and offers views across Westminster Bridge to the Houses of Parliament and Big Ben.

The menu is comprised of a variety of the best quality sake (salmon), hamachi (yellow tail), maguro (tuna), unagi kabayaki (eel), hotategai (scallops), toro (tuna belly) and other fresh fish available at the market each day.

Following a Japanese starter dish such as Sunomono (salmon, tuna, scallops and prawn with vegetables served in a vinaigrette sauce) or Muzuki (seaweed grown on sea rock served with sweet vinegar), the menu offers a choice of artfully presented sashimi platters, sushi platters, and combination platters as well as nigiri, and sushi and hand rolls. All of the dishes are made upon order by a team of expert sushi chefs led by master sushi chef Sadayuki Okamoto, who began in his career as a sushi chef in Japan more than 30 years ago.

Ichi Sushi & Sashimi Bar is open for lunch from 12 to 2:30 pm and from 5 to 10:30 pm for dinner. Reservations: +44 (0) 20 7620 7373. Information: [www.ichisushi.co.uk](http://www.ichisushi.co.uk).

Located on the vibrant South Bank opposite Big Ben and the Houses of Parliament, Park Plaza Westminster Bridge London is only steps from the city's most iconic attractions including the London Eye, London Aquarium and Royal Festival Hall. Spacious guest rooms, which include 54 suites and penthouses, provide a host of

boutique touches alongside thoughtful amenities. Distinctive dining options include Brasserie Joël, Ichi Sushi and Sashimi Bar, espressamente illy coffee bar and for cocktails, the stylish Primo Bar.

### **About Park Plaza Hotels**

**Park Plaza Hotels Limited** is owner, operator and franchisor of hotels in Europe, the Middle East and Africa. The majority of the group's hotels operate under the **Park Plaza Hotels & Resorts** brand (part of Carlson Hotels Worldwide), over which the Group has exclusive rights in 56 countries in EMEA, or **art'otel**, a brand which the company fully owns. Park Plaza Hotels also manage the luxury all-suite **Plaza on the River- Club and Residence, London**.

Through its strategic partnership with Carlson, one of the world's largest travel and hospitality companies, Park Plaza Hotels has access to Carlson's powerful reservation and distribution system, airline partnerships with 20 airlines, loyalty programmes such as **goldpointsplus<sup>SM</sup>** for guests and **Look To Book<sup>®</sup>** for travel agents and cross-selling opportunities.

There are currently over **35 hotels and aparthotels** and nearly **7,000 rooms** in the Group's portfolio. By the end of 2012, the Group's committed projects and territorial franchise agreements are expected to increase the number of rooms to over **13,000**. Projects under development include Park Plaza Marrakech (2010), Park Plaza Nuremberg (2011), art'otel amsterdam (2011) and art'otel london hoxton (2013).

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