



SUSHISAMBA AND COOL EARTH ANNOUNCE A NEW CHARITY PARTNERSHIP

Kicks Off with an Innovative Amazonian Inspired Menu for the Holidays Using Ingredients from the Rainforest

London, November 15 - Global restaurant brand SUSHISAMBA and Cool Earth are announcing a new strategic partnership designed to bring awareness and funds for Cool Earth's initiatives to halt the destruction of the rainforest. As the first step in a brand-wide partnership between the two, SUSHISAMBA London will introduce a **special 'Asháninka' menu** in December, inspired by and using ingredients, grown and harvested in the Peruvian rainforest by the Asháninka, Peru's largest indigenous group. In the New Year, SUSHISAMBA looks forward to further supporting Cool Earth throughout 2017 and beyond via a series of supper clubs, events and culinary initiatives, hosted globally across its venues.

The limited-edition menu will blend the classic flavours of SUSHISAMBA's cuisine with rich rainforest ingredients, sourced and produced by indigenous Amazonian communities supported by Cool Earth. Executive Chef Claudio Cardoso's menu comprises a main course of Pork belly, marinated in pork jus, Asháninka coffee, plantains, passion fruit and sesame; and a dessert, which combines the intensity of Asháninka coffee and cacao with more familiar flavours, including vanilla and pistachio.

To complement the new dishes, Head of Spirit and Cocktail Development, Richard Woods, has created a limited edition cocktail, Asháninka Forest, with Black raspberry liqueur infused with Peruvian Asháninka coffee beans topped off with champagne.

Cool Earth works together with indigenous villages to halt rainforest destruction. Working alongside 116 rainforest villages throughout the world, Cool Earth gives local people control of their homeland and the resources they need to keep their forest intact.

Protecting these endangered regions is something that resonates within the core of SUSHISAMBA culture, dating back to when Shimon Bokovza, SUSHISAMBA's founder, hosted "Don't Bungle the Jungle," an Amazon rainforest coalition with roots in Manhattan's art scene. Ever since, SUSHISAMBA has contributed in both big and small ways to a range of philanthropies, including aid to Japan after the 2011 earthquake, the (RED) Campaign, Future Dreams and myriad other important causes. However, the plight of the Amazonian rainforests has always held special meaning given the brand's roots in Brazil and Peru, paving the way for the global partnership between SUSHISAMBA and Cool Earth.

Of the partnership, SUSHISAMBA CEO, Shimon Bokovza explains, *"Since the brand's inception, we have been committed to celebrating South American food and culture – specifically the culinary riches rooted in Peru and Brazil as they are a huge part of our identity. Cool Earth is the perfect partner for us to celebrate SUSHISAMBA's heritage, support the preservation of the rainforest, and help bring elements of the ingredients from these villages directly to our guests."*

Cool Earth Director Matthew Owen said, *“We couldn’t wish for a smarter bunch of people to work alongside and SUSHISAMBA’s positive, global outlook is an inspiration. Cool Earth’s success is down to local people working towards a global goal making SUSHISAMBA the ideal partner for us. By teaming up, we will use the energy of SUSHISAMBA to power Amazon families’ work to halt deforestation.”*

SUSHISAMBA LONDON’S ASHÁNINKA MENU

PORCO DO MATO

Pork belly, pork jus, Asháninka coffee, plantains, passion fruit, sesame - £24

WELCOME TO THE RAIN FOREST

Asháninka coffee, roasted Asháninka cocoa nibs, vanilla, nuts, sugar cane, pistachio - £14

ASHÁNINKA FOREST

Black raspberry Liqueur Infused with Asháninka coffee, topped with champagne - £13

The Asháninka Menu will be available at SUSHISAMBA London throughout December with 100% of net profits from the menu donated directly to Cool Earth.

NOTES TO EDITORS

SUSHISAMBA London is open daily: Monday-Wednesday 11:30am-1am, Thursday 11:30am-2am, Friday-Saturday 11:30am-3am and Sunday 11:30am - midnight.

Visit www.sushisamba.com for more information

The special ‘Asháninka’ menu will be available from 1st December 2016 for the month (except New Year’s Eve dinner).

About SUSHISAMBA

Located on the 38th and 39th floors at 110 Bishopsgate, SUSHISAMBA delivers a unique blend of Japanese, Brazilian and Peruvian cuisine, culture, music and striking design to the city of London. The location features the highest outdoor dining terraces in Europe, offering unparalleled, 360-degree views of the city. The menus are a thrilling mix of new and signature dishes with an emphasis on sharp flavors, the finest ingredients and artful presentations. Complementing the cuisine, the location offers specialty cocktails, cultural spirits such as shochu, pisco and sake and a large selection of wine and Champagne. The restaurant is operated by [Orange Brands Management](#), which also oversees SUSHISAMBA locations in New York, Las Vegas and Miami as well as Duck & Waffle in London. www.sushisamba.com. Twitter/ Facebook /Instagram: @SUSHISAMBA

About Cool Earth

Cool Earth is the charity that works alongside indigenous villages to halt rainforest destruction. Cool Earth knows that saving the rainforest isn’t a new idea. Managing to do it is. Over the last 40 years, half the world’s rainforests have been destroyed. That’s why Cool Earth decided to go about things differently. Cool Earth puts local people back in control, giving them the resources they need to keep their forest intact. And by saving at-risk rainforest they shield millions of acres

of neighbouring forest. It is an approach that research proves to be the most effective way of keeping rainforest standing. It is also an approach that is transforming the lives of some of the world's poorest and most vulnerable communities. By building better incomes, better schools and better clinics, we give our partner villages the resources they need to keep their forest intact. Cool Earth is now working alongside 116 rainforest villages throughout the world. These partner villages are protecting over 650,000 acres of forest that lie directly in the path of chainsaws and bulldozers. At least 90% of each donation to Cool Earth goes directly to our projects. With this support, Cool Earth can put in place the simple steps that change the fate of at-risk rainforest and the lives of our indigenous partners.

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