

Bodybuilder delivery helps sushi business in Japan

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A sushi restaurant in Japan has come up with a novel idea to help its business. It is using bodybuilders to deliver sushi to people's homes and workplaces. The restaurant is located in central Japan and is owned by 41-year-old Masanori Sugiura.

He is the third-generation owner of the 60-year-old Imazushi restaurant. As well as being a sushi chef, Mr Sugiura is a bodybuilder. He ranked third in a world bodybuilding championship earlier this year. He wanted to increase sales in his restaurant after the number of customers dropped because of coronavirus. Sugiura called his service "Delivery Macho". Customers need to order a minimum of 7,000 yen (\$66) of sushi to get their food delivered by a bodybuilder.

The Delivery Macho service is proving to be popular with customers. Even though the restaurant is in central Japan, Mr Sugiura says he has delivered sushi to places as far away as Tokyo and Osaka. Tokyo is around 350km from the restaurant. The service has also been trending on Twitter. Satisfied customers have posed for photos with the bodybuilding delivery men, who take their shirt off and pose for photos at the doorstep. The delivery men stay socially distanced. This has helped to increase orders for the restaurant. Mr Sugiura said the service has also helped to employ people out of work. He recruited his friends from fitness gyms to work as sushi delivery staff.

Sources: japantimes.co.jp / reuters.com / mainichi.jp

Writing

Having restaurant food delivered is better than going to a restaurant. Discuss.

Chat

Talk about these words from the article.

sushi / restaurant / bodybuilder / central / chef / championship / delivery / minimum / popular / customers / service / pose / photos / socially distanced / fitness / gyms

True / False

- a) A sushi restaurant will use a novel about fish to help its business. T / F
- b) Bodybuilders will help to carry hundreds of kilos of tuna and salmon. T / F
- c) The restaurant's sushi chef is also a top bodybuilder. T / F
- d) The restaurant's bodybuilder delivery is on sushi orders of at least \$66. T / F
- e) The restaurant is in Tokyo but it delivers all over Japan. T / F
- f) Customers can pose for photos at their door with the bodybuilders. T / F
- g) The delivery bodybuilders keep their distance from their customers. T / F
- h) The sushi chef employed bodybuilders from fitness gyms. T / F

Synonym Match

(The words in **bold** are from the news article.)

- | | |
|------------------------|----------------|
| 1. come up with | a. locations |
| 2. located | b. lower limit |
| 3. championship | c. workers |
| 4. increase | d. situated |
| 5. minimum | e. remain |
| 6. popular | f. grow |
| 7. places | g. happy |
| 8. satisfied | h. thought of |
| 9. stay | i. in demand |
| 10. staff | j. tournament |

Discussion – Student A

- a) What do you think about what you read?
- b) What do you know about sushi?
- c) What do you think of bodybuilding?
- d) What is your favourite restaurant?
- e) Are you always a satisfied customer in a restaurant?
- f) What other things could the sushi chef do to increase orders?
- g) Is bodybuilding good for us?
- h) What questions would you like to ask the sushi chef?

Phrase Match

- | | |
|--|---------------------------|
| 1. A sushi restaurant in Japan has come | a. photos |
| 2. deliver sushi to people's homes | b. generation owner |
| 3. The restaurant is located | c. out of work |
| 4. He is the third- | d. popular with customers |
| 5. Customers need to order a minimum | e. up with a novel idea |
| 6. The Delivery Macho service is proving to be | f. on Twitter |
| 7. The service has also been trending | g. of 7,000 yen of sushi |
| 8. pose for | h. and workplaces |
| 9. employ people | i. his friends |
| 10. He recruited | j. in central Japan |

Discussion – Student B

- When was the last time you had a novel idea?
- What do you think of the sushi delivery idea?
- What do you think of sushi?
- What do you think of food delivery?
- What is your experience of sushi restaurants?
- What do you think life as a sushi chef is like?
- What do you think of the name 'Delivery Macho'?
- Would you like your sushi to be delivered by a bodybuilder?

Spelling

- come up with a loven idea
- people's homes and kpcowerasl
- located in tecalrn Japan
- He is the third-genaotreni owner
- a world bodybuilding amnshophcipi
- order a nmiiumm of 7,000 yen
- proving to be lapruop with customers
- been gedritnn on Twitter
- tesaifdsi customers
- socially csdtnadie
- helped to moylep people out of work
- He durreitce his friends

Answers – Synonym Match

1. h	2. d	3. j	4. f	5. b
6. i	7. a	8. g	9. e	10. c

Role Play

Role A – Sushi

You think sushi restaurants are best. Tell the others three reasons why. Tell them what is wrong with their restaurants. Also, tell the others which is the worst of these (and why): hamburger, pizza or kebab.

Role B – Hamburger

You think hamburger restaurants are best. Tell the others three reasons why. Tell them what is wrong with their restaurants. Also, tell the others which is the worst of these (and why): sushi, pizza or kebab.

Role C – Pizza

You think pizza restaurants are best. Tell the others three reasons why. Tell them what is wrong with their restaurants. Also, tell the others which is the worst of these (and why): hamburger, sushi or kebab.

Role D – Kebab

You think kebab restaurants are best. Tell the others three reasons why. Tell them what is wrong with their restaurants. Also, tell the others which is the worst of these (and why): hamburger, pizza or sushi.

Speaking – Restaurants

Rank these with your partner. Put the best restaurants at the top. Change partners often and share your rankings.

- | | |
|------------------|-----------|
| • Sushi | • Pizza |
| • Hamburger | • Kebab |
| • Ramen | • Tapas |
| • Fish and chips | • Dim sum |

Answers – True False

a	F	b	F	c	T	d	T	e	F	f	T	g	T	h	T
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Answers to Phrase Match and Spelling are in the text.