

Magic Hand Roll Sushi

Fujimasa offers new solutions for sushi markets!

Fujimasa Co., Ltd. developed Magic Hand Roll Sushi (One-touch hand roll sushi in a conical shape) and their wrapping materials.



Find a tab to open.



Pull the tab up to the direction of arrow obliquely upward.



Pull up a top cover, and remove it together with a inner film .



Remove the remaining cover by pulling down the lower tab.

Merits of new product

1. The new product applied an easier-to-open method comparing to existing types of hand roll sushi of a cylindrical shape in Japanese market.
2. As ingredients of sushi can be seen from outside, nice-looking and fancy product lineups are possible.
3. The existing type of hand roll sushi of a cylindrical shape has had a disadvantage that sushi rice is mashed during its production process. The new product enables to provide hand roll sushi with softer texture without mashing sushi rice.
4. "Conical hand roll sushi" has been already so popular in Europe, U.S., and other overseas markets for long time, and its population is still expanding. The new product is the most suitable for retailers and sushi chain stores developing new markets.

Note 1) Add commercially available flavor oil to sushi rice in order to make a film slippery.

Note 2) Two types of Magic Hand Roll sushi film are available, one with or without a top cover.

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