

Bodybuilder delivery helps sushi business in Japan

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.

Comprehension Questions:

- Where in Japan is the sushi restaurant?
- How old is the restaurant?
- Where did the sushi chef come in a bodybuilding tournament?
- What is the name of the bodybuilder delivery service?
- What is the minimum order to get the bodybuilder delivery service?
- Where does the restaurant deliver as far as?
- Where has the restaurant been trending?
- What do the delivery men take off for photos?
- Where do the delivery men pose for photos?
- Where did the sushi chef recruit the delivery men from?

General Questions:

- What did you think when you read the headline?
- What images are in your mind when you hear the word 'sushi'?
- When was the last time you had a novel idea?
- What do you think of the sushi delivery idea?
- 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?
- What do you think of when you hear the word 'bodybuilding'?
- What do you think of bodybuilding?
- What is your favorite restaurant?
- What other things could the sushi chef do to increase orders?