CITY ROOM MEDIA
PRESENTS A
WEAVER/PELLEGRINI PRODUCTION
PREFERRED CONTENT
IN ASSOCIATION WITH
SUNDIAL PICTURES

JIRO DREAMS OF SUSHI
A FILM BY DAVID GELB

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## TECHNICAL SPECIFICATIONS:

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JIRO DREAMS OF SUSHI

Executive Producer
MATTHEW WEAVER

Executive Producers
JOEY CAREY

STEFAN NOWECKI

Produced By
KEVIN IWASHINA
JIRO DREAMS OF SUSHI

“You have to fall in love with your job. You must dedicate your life to mastering your skill.”

- Jiro Ono

SYNOPSIS

JIRO DREAMS OF SUSHI is a quiet yet enthralling documentary that chronicles the life of Jiro Ono, the most famous sushi chef in Tokyo. For most of his 85 years, Jiro has been perfecting the art of making sushi. He works from sunrise to well beyond sunset to taste every piece of fish; meticulously train his employees; and carefully mold and finesse the impeccable presentation of each sushi creation. Although his restaurant Sukiyabashi Jiro only seats ten diners, it is a phenomenon in Tokyo that has won the prestigious 3-Star Michelin review, making him the oldest Michelin chef alive. JIRO DREAMS OF SUSHI chronicles
Jiro’s life as both an unparalleled success in the culinary world, and as a loving yet complicated father of two.

Jiro’s incomparable work ethic is the driving force behind JIRO DREAMS OF SUSHI, but the heart of this film is how that ambition has influenced his sons’ lives as well. Eldest son Yoshikazu is the heir apparent to the sushi empire, but Jiro is not ready to retire or to relinquish any of his responsibilities. With a famous father guiding and critiquing every decision, Yoshikazu is unable to reach his fullest potential. However, he is proud to learn from a true sushi master, thus revealing the inner struggle of how a dutiful son shows reverence to his father yet control over his own domain.

JIRO DREAMS OF SUSHI explores the passion required to run and maintain a legendary sushi restaurant, and one son’s journey to eventually take his father’s place at the head of the culinary dynasty.

ABOUT THE STORY

Director David Gelb’s frequent family trips to Japan while growing up ultimately led to his fascination and admiration for the art of making sushi. He explains, “After college, I saw BBC’s “Planet Earth,” and immediately thought that it would be great if someone made a movie like that about the world’s best sushi chef. I always felt that sushi is the most visually creative food. And the sushi chef is the ultimate showman.” Gelb embarked on a tour of Tokyo’s greatest sushi restaurants with renowned critic Yamamoto and discovered the famed restaurant Sukiyabashi Jiro. Once he met chef Jiro and ate the most delicious
sushi of his life, he knew that this man would be the subject of the film, stating, “In addition to the amazing sushi, I was intrigued by the fact that he is not only working at 85 years old, but that his sons still work for him.”

Gelb spent eight weeks in Tokyo over the course of two years, gathering footage and delving headfirst into Jiro’s world. Gelb and Editor Brandon Driszoll-Luttringer worked closely to bring out this man’s story, looking to illustrate how his work ethic has molded his character and that of his sons. Gelb states, “Jiro’s refusal to quit reminds me of my grandparents, who still rise at 5:00 am every morning to write. This is why they are still so sharp. Like Jiro, they never stop improving.” This act of propelling oneself forward and never looking back is one of the main themes of the film.

**BECOMING A MASTER...**

*“There are five attributes to a great chef:*

1. *Take your work seriously*
2. *Aspire to improve*
3. *Maintain cleanliness*
4. *Be a better leader than a collaborator*
5. *Be passionate about your work.*”

-*Yamamoto, Food Critic*

Jiro certainly embodies all of these characteristics, but it is his philosophy on his occupation that elevates him to another level of greatness. Gelb states, “What I saw in Jiro was not just his culinary technique – not just his work. I want to show people that sushi is so much more than putting fish on rice. Jiro has created an art form. And his philosophy is to always improve your craft, to
always look ahead to the future. That is something that anyone can relate to.”
Jiro never rests on his reputation. He still mentally prepares himself before a
dinner service and consistently strives to find the best ingredients, the best staff,
and the best dishes to serve his patrons.

THE DRIVE TO SUCCEED...
“Jiro dislikes holidays. They are too long for him.”
- Yamamoto, Food Critic

Jiro’s tireless hours in the restaurant have defined his life and molded his role as a father. His dedication to his craft is fascinating, as is his relationship with his sons. Even though his eldest son is fifty years old, he continues to work and learn from his aging father every day. With a steadfast reverence that any father would hope for, Yoshikazu admires his father’s success but also recognizes that he has the daunting task of replacing him one day. In the film, Jiro says, “Although I’m 85 years old, I don’t feel like retiring yet.” Instead of exhibiting bitterness towards his aging father, Yoshikazu allows himself to absorb as much knowledge as possible from this master. He is preparing himself so that when the time eventually comes, he will be ready. The question the film raises is when will that day come?
DAVID GELB (Director / Producer)

Originally from New York City, David Gelb currently works and lives in Los Angeles. After graduating from USC's film production program, David has worked on various music videos, short films, and documentaries. Most notably, he directed “A Vision of Blindness,” an extensive behind the scenes look at Fernando Meirelles’ film BLINDNESS, which enjoyed a run on the Sundance Channel. David has been a sushi aficionado since his childhood. JIRO DREAMS OF SUSHI is his first full-length feature film.

MATTHEW WEAVER (Producer)

Mr. Weaver's career began at the young age of 17 as an assistant to then chairman of Walt Disney, Jeffery Katzenberg. Since then, he has had great success in the film and stage worlds, most notably with THE HEARTBREAK KID, which has grossed more than $140 million worldwide, and on Broadway with the five-time Tony Award nominee and box office hit "Rock of Ages." The musical was such a success that New Line Cinema recently won a competitive bidding war with some of Hollywood's biggest studios for the film rights to the critical and fan favorite.

Throughout Mr. Weaver's career, he has worked in all facets of production on more than a hundred films, including DOWN AND OUT IN BEVERLY HILLS,
THE COLOR OF MONEY, WHO FRAMED ROGER RABBIT, DICK TRACY and THE HAND THAT ROCKS THE CRADLE. He has served as a producer on fourteen major Hollywood films, including the critically acclaimed documentary SEARCHING FOR DEBRA WINGER, which debuted at the 2002 Cannes Film Festival and starred Jane Fonda, Debra Winger, Whoopi Goldberg, Meg Ryan and Gwyneth Paltrow. In 2004, Miramax Films released Mr. Weaver’s MY BABY’S DADDY. Budgeted at just $12 million, the film starring Anthony Anderson, Eddie Griffin and Michael Imperioli has grossed more than $18 million worldwide. He produced SURFWISE, a documentary about the Paskowitz surfing family that premiered at the 2007 Toronto International Film Festival and was released theatrically in May 2008.

Most recently, Mr. Weaver’s producing credits include the drama SYMPATHY FOR DELICIOUS, which stars Orlando Bloom, Laura Linney and Mark Ruffalo; the comedy/drama HESHER with Natalie Portman, Rainn Wilson and Joseph Gordon Levitt; the romantic comedy BARRY MONDAY starring Patrick Wilson and Judy Greer; and the documentary JIRO DREAMS OF SUSHI. He also is the producer of the family film NIC & TRISTAN GO MEGA DEGA.

KEVIN IWASHINA (Producer)

Kevin Iwashina is a Managing Partner of Preferred Content, a film, television and digital production, finance advisory and sales company. Preferred Content opened 2011 in a big way, executive producing two films which
premiered at the Sundance Film Festival: LITTLE BIRDS, written and directed by Elgin James and starring Juno Temple, Kay Panabaker and Leslie Mann; and JESS + MOSS, written and directed by Clay Jeter. In addition, it will be representing the worldwide rights to the competition documentaries HOT COFFEE, directed by Susan Saladoff; and MISS REPRESENTATION, directed by Jennifer Newsom. The Narrative Competition titles HERE, THE LEDGE and ANOTHER EARTH round out Preferred Content’s Sundance Film Slate.

Other recent Preferred Content sales and financing projects include the 2010 SXSW Audience Award winner BROTHERHOOD; the 2010 Sundance Film Festival documentary entries LIFE 2.0; 8: THE MORMON PROPOSITION; the Dramatic Competition entry LOVERS OF HATE; and the Park City at Midnight selection THE PERFECT HOST. Other notable titles include the Academy Award winning documentaries THE COVE and MAN ON WIRE; the Emmy Award winning documentary POLANSKI: WANTED AND DESIRED; as well as independent film projects from Chris Pine, Benjamin Bratt, Virginia Madsen and Jack Black.

Prior to Preferred Content, Iwashina spent ten years at the Creative Artists Agency (CAA) as a talent agent specializing in film packaging, financing and distribution. Individual projects for which he arranged distribution and financing include Richard Kelly's DONNIE DARKO; Zach Braff's GARDEN STATE; Paul Haggis' Academy Award winning CRASH; and the Peabody Award winning documentary NANKING. Clients Iwashina has represented include Italian filmmaker Gabrielle Muccino, French filmmaker Patrice Chéreau, European actors Vincent Cassel, Monica Bellucci and Emmanuelle Seigner, independent
film icons John Waters and Christine Vachon as well as Netflix and the former Vice Chairman of AOL, Ted Leonsis.

Iwashina holds a B.A. in English Literature with a minor in French Language and Culture from U.C.L.A. He is active in the non-profit and political sectors and currently serves as Secretary of the Board of Directors of the Coalition of Asian Pacifics in Entertainment (CAPE). He began his career in the mailroom at United Talent Agency (UTA) and is a native of Los Angeles, where he currently resides.

**SUNDIAL PICTURES**

Stefan Nowicki and Joey Carey’s Sundial Pictures belongs to a new breed of independent film production. They are a full-fledged production company with hands-on creative producers, and the talent and resources to guide truly special independent films to new audiences.

Sundial is set to premiere two of the year’s most provocative and highly-anticipated films at the 2011 Sundance Film Festival: LITTLE BIRDS, Elgin James’ riveting drama about two girls who run away to Los Angeles starring Kay Panabaker and Juno Temple with Leslie Mann and Kate Bosworth; and PARIAH, Dee Rees’ portrait of a Brooklyn teenager and the struggle and heartbreak that comes with sexual expression.

Sundial develops, finances, and produces quality independent features and documentaries that both entertain and inspire change. The company also seeks investments and partnerships in the independent film community. Sundial
has previously released the acclaimed documentaries GUEST OF CINDY
SHERMAN and produced GREASY RIDER (which Carey produced and
directed), PLAYGROUND, and SMALL TOWN, BIG DREAMS. Sundial recently
made a significant donation to the Sundance Film Institute, a move Nowicki and
Carey hope will inspire the growth of new voices across all genres.

Nowicki and Carey first met as children at Camp Treetops in the
Adirondacks and still go back to volunteer every summer. Those early
experiences inspired a curiosity, a playfulness and connection to the world that
informs Sundial Pictures today. They are both based in New York.

ROSS M. DINERSTEIN (Executive Producer)

Ross M. Dinerstein founded the independent film production company
Preferred Content in November 2009. He recently wrapped production on THE
DIVIDE directed by Xavier Gens and starring Milo Ventimiglia, Lauren German,
Rosanna Arquette and Michael Biehn. Dinerstein is currently in post-production
on the feature film THE DAY directed by Douglas Aarniokoski and starring
Shawn Ashmore, Dominic Monaghan, and Ashley Bell. In 2011, Dinerstein will
be producing THE DEVIL AND THE DEEP BLUE SEA starring Jessica Biel,
Zach Braff, and Chloe Moretz, and SERPENT GIRL starring Armie Hammer,
Kate Bosworth, Malin Akerman and Helen Hunt. Ross is currently developing
CAPTURING SADDAM, the true story of the US Army’s capture of Saddam
Hussein, which is being written by Emmy winner Erik Jendresen.
From 2004 to 2009, Ross produced, executive produced and arranged production financing for nine films across a variety of genres that starred actors such as Forest Whitaker, Jessica Biel, Woody Harrelson, Ray Romano, Ray Liotta, Laurence Fishburne, Antonio Banderas, and Greg Kinnear.

Dinerstein began his career in 2001 in the Acquisitions Department at Miramax Films, where he worked closely with Andrew Herwitz, Head of Acquisitions. In January 2002, he left Miramax with Mr. Herwitz to form The Film Sales Company, an independent film sales agency. Dinerstein left The Film Sales Company upon being accepted to USC’s Peter Stark Producing Program in 2003.

Dinerstein has a Master’s Degree in Motion Picture Producing from the USC School of Cinema and Television’s Peter Stark Producing Program and an undergraduate degree in Economics and Film Studies from Vanderbilt University. He currently resides in Venice, CA with his wife Liz.

BRANDON DRISCOLL-LUTTRINGER (Editor)

Surrounded by the sound and vision of the digital here-and-now, BDL honed his craft in motion picture film and video frame-by-frame, as both an editor and visual effects virtuoso. Such exquisite attention to detail naturally informs and continues to lead his work as an emerging force, directing and editing countless cutting-edge contemporary music videos, national commercials and feature films.

BDL was raised in the San Francisco Bay area of California, later relocating to Los Angeles, where he graduated from the University of California’s
renowned School of Cinematic Arts. At USC, he met and began editing music videos for MVPA Director of the Year-nominee Ace Norton and several others. He soon began working with musical artist management and major music labels, such as Universal Music Group, David Geffen Records and Atlantic Records.

BDL’s work as a director and editor can be seen in the music videos of the Grammy Award-winning rapper PHARRELL; the alternative rock band THE TEDDYBEARS; THE WILLOWZ; the chart-topping Grammy Award-nominees, ALL-AMERICAN REJECTS; DEATH CAB FOR CUTIE; and THE SOUNDS, amongst many others. He has done work on national commercial spots for such international brands as Coca-Cola. BDL has also worked on public service announcements and other short form films, such as VOTING AND YOU, starring Christopher Mintz-Plasse (‘McLovin’ of Columbia Pictures’ comedy hit SUPERBAD). Brandon recently edited JIRO DREAMS OF SUSHI, a documentary that follows a world-renowned sushi chef on his relentless pursuit of perfection.

Brandon also edited the highly controversial national NBC news special series, THE WANTED, which covered an elite intelligence, warfare and investigative journalism team who sought to bring accused terrorists to justice.

Brandon is currently writing a surrealist, dark comic, science fiction feature-length screenplay set in the near future, which is his third script. Brandon currently lives and works in Los Angeles.