YAKINIKU Mail Va 06 SHINPO 日本語 English 中文 한국어

## Yakiniku Shodai San Francisco Adopted model: SKRW-IS Nov., 2023

# Born in Brazil and raised in Taiwan, Mr. Andy has risen to the pinnacle of Bay Area barbecue restaurant.



(The left photo) Andy, Shodai's president, talks about the company's business philosophy. (The middle photo) Changing the grill plate for each dish, meticulously applying oil to prevent burning. (The right photo) High-grade WAGYU displayed in the refrigerator. Left: Australian-produced, center: Japanese-produced, right: U.S.-produced.

## Offering 8 delightful flavors with the Omakase course 'Shodai Set.'

Unfortunately, there is only one word for course. Each table has a chef who personally "delicious" and it's the same whether it's grills the dishes. While arilling the chef Japanese, English, Chinese or Korean. In fact, people's tastes vary greatly and have different tastes. Even if they are the same American beef, American Wagyu beef and Angus beef have different tastes. Even the same WAGYU has different tastes from Japan, the United States, and Australia. Even if it is the same Waqvu made in Australia, the taste will be different depending on the parts.

MAIL MAGAZINE

In the United States, where beef is the staple food, steak usually refers to classic varieties such as rib-eve beef. New York steak. T-bone steak, sirloin steak, etc. But in addition to these "traditional delicacies", there are many kinds of beef. Variety of flavors. In recent years, Americans have begun to sample Japanese barbecue when traveling to Japan. The delicious taste of Japanese barbecue is not found in American steak dishes.

President Andy Chiang (Taiwanese name: Jiang Zhengming, 41 years old) has been engaged in the catering business since he was 18 years old. He said, Especially in this Bay Area, many people are attracted to the delicious taste of beef after traveling to Japan and trying yakiniku. However, there were no restaurants in the Bay Area that could offer this kind of delicious food, so I started my own. We are the first restaurant to offer 8 different flavors in the Bay Area. That's why I named it 'Shodai,' meaning 'First Generation.'

The menu consists only of the chef's choice

explains the details of the beef.

Description 1 - First, we have Australian Wagyu Beef Tongue. The round portion is from the central part of the tongue. Next to it is from the back part of the tongue, where there is more fat, making it tender. The central part is slightly firmer with less fat, providing a refreshing and crunchy texture. Even though it's the same beef tongue, there are subtle differences in taste and texture depending on the cut."

Description 2 - Misuji (Oyster Blade) is a rapidly rising popular cut. It is located on the backside of the shoulder blade. Despite being part of the shoulder, it is not tough because it consists of finely moving muscles. Only about 2kg can be obtained from a single cow. Dealing with Misuji can be challenging, but our head chef is skilled at it. Therefore, there are few restaurants that can offer genuine Misuji like this.

Description 3 - The Tenderloin is Miyazaki beef, known as the most tender cut. However, it's more delicious when it's not overly tender. The garlic sauce has a Japanese flavor.

Description 4 - Ichibo is the meat around the tailbone. Only about 3 to 4 kg can be obtained from one cow. It is a luxurious cut that allows you to enjoy both the umami of lean meat and the sweetness of marbled fat. characteristic of well-marbled beef.

The chef's explanation will make it even more delicious.

#### <Shodai Set>

- Assorted Namuru
- 1.Beef Tongue / Australian Wagyu
- 2.Short Rib / U.S. Wagyu
- 3.Zabuton / U.S. Wagyu 4.Harami / Australian Wagyu House Special Salad
- Seasonal Seafood
- 5.Oyster Blade / Japanese A5 Wagyu
- 6.Téderloin / Japanese A5 Wagyu
- 7.Ichibo / Japanese A5 Olive Wagyu Palate Cleaner
- 8. Yakishabu Don / Japanese A5 Waqyu Frozen Togurt



### Why choose our restaurant?

Lissetle Catalaw (second from left, 56 years of age). Today we're celebrating the birthday of my cousin (Saira Cardowa, 38 years of age). We've been here over 10 times now. The Wagyu beef is very delicious. I also like the Asian beef Cake. I've never had anything like them at another restaurant. All of us like this place, so every time we come, I bring someone new.



Photo 1: Scallops are imported fresh twice a week from Hokkaido. Frozen scallops tend to become tough and shrink when cooked, resulting in a less appetizing dish. The seaweed is imported from Tsukiji Market, emphasizing a commitment to authenticity. This dedication is evident and resonates with our customers. Photo 2: Taiwanese cabbage is considered the most delicious globally, thanks to its soft and sweet texture. Photo 3: The truffle accompanying Ichibo is sourced directly from Poland. Photo 4: A young couple celebrating their second anniversary captured a moment in front of the illustrated diagram board showcasing different cuts. The appreciation for the distinct flavors of each cut seems to be gaining recognition.

