

Teach Me Sushi named iPhone App Store's "App of the week" in the U.K.

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Press release from: [Teach Me Sushi](#)



Teach Me Sushi, known for providing fun and hands-on sushi making lessons throughout the New York area, today announced that its iPhone application has been named "App of the Week" in the U.K. iPhone App Store. The achievement follows the accolades the app has already received in the U.S., having earned positions on the App Store's "New and Noteworthy" and "What's Hot" lists. Users all over the world have become fans of the new application due to its comprehensive instructions and easy-to-follow videos that make it simple to create sushi at home.

The Teach Me Sushi app takes the intimidating art of creating sushi and makes it a fun experience that users can enjoy on their own or with their friends and family. Covering a wide assortment of dishes, the app provides thirteen instructional videos ranging from beginner to advanced level. Each demonstration lasts no more than five minutes and is accompanied with a coordinating step-by-step visual guide. Clear instructions detailing how to make rice and select fish are also included, along with a timer, equipment list and shopping tool that helps users locate their nearest Japanese markets to gather all the necessary ingredients.

The application was created by Drew Lavyne of the filmmaking company Six Minute Stories and trained sushi chef Jake Davidow, creator and founder of Teach Me Sushi. "I have been completely humbled by the response - I never thought it would take off like this," said Davidow. "I get at least 10 emails a day from people in all parts of the world telling me how much they love the app. It's an uplifting feeling to know so many people find value in what we've been able to put together."

Davidow was inspired to begin offering sushi-making courses in 2007 while living in London. After seeing how stiff and formal most sushi-making schools were, he felt there was a need for classes that truly captured the fun and enjoyment that come from making sushi. Davidow's hands-on Teach Me Sushi courses enabled his students to learn where they were most comfortable- their own kitchens. The approach soon caught on and the business took off, attracting interest from locals, corporations and London personalities.

"It seems so fitting that Teach Me Sushi is the app of the week in the UK - the place where it all began," Davidow said. "The enthusiasm that I received from the community when I first started offering lessons still encourages my instruction today."

For more information, please visit www.teach-me-sushi.com or follow TeachMeSushi on Facebook and Twitter.

Jake Davidow, founder of Teach Me Sushi was trained at his local Yo sushi restaurant in South Africa. Thereafter he started a small business consisting of Sushi vending stands (Nishi Sushi) from 2000-2003 and supplied some of the leading caterers and restaurants. Jake moved over to the UK in 2003 and began teaching people how to make sushi and so Teach Me Sushi was born. Teach Me Sushi combines Jake's passion for Sushi with my love of teaching and giving over new skills. He launched his app called Teach Me Sushi in June 2010 and so far has enjoyed enormous success in selling his lessons to sushi lovers in over 60 countries.

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[You can find this press release here](#)