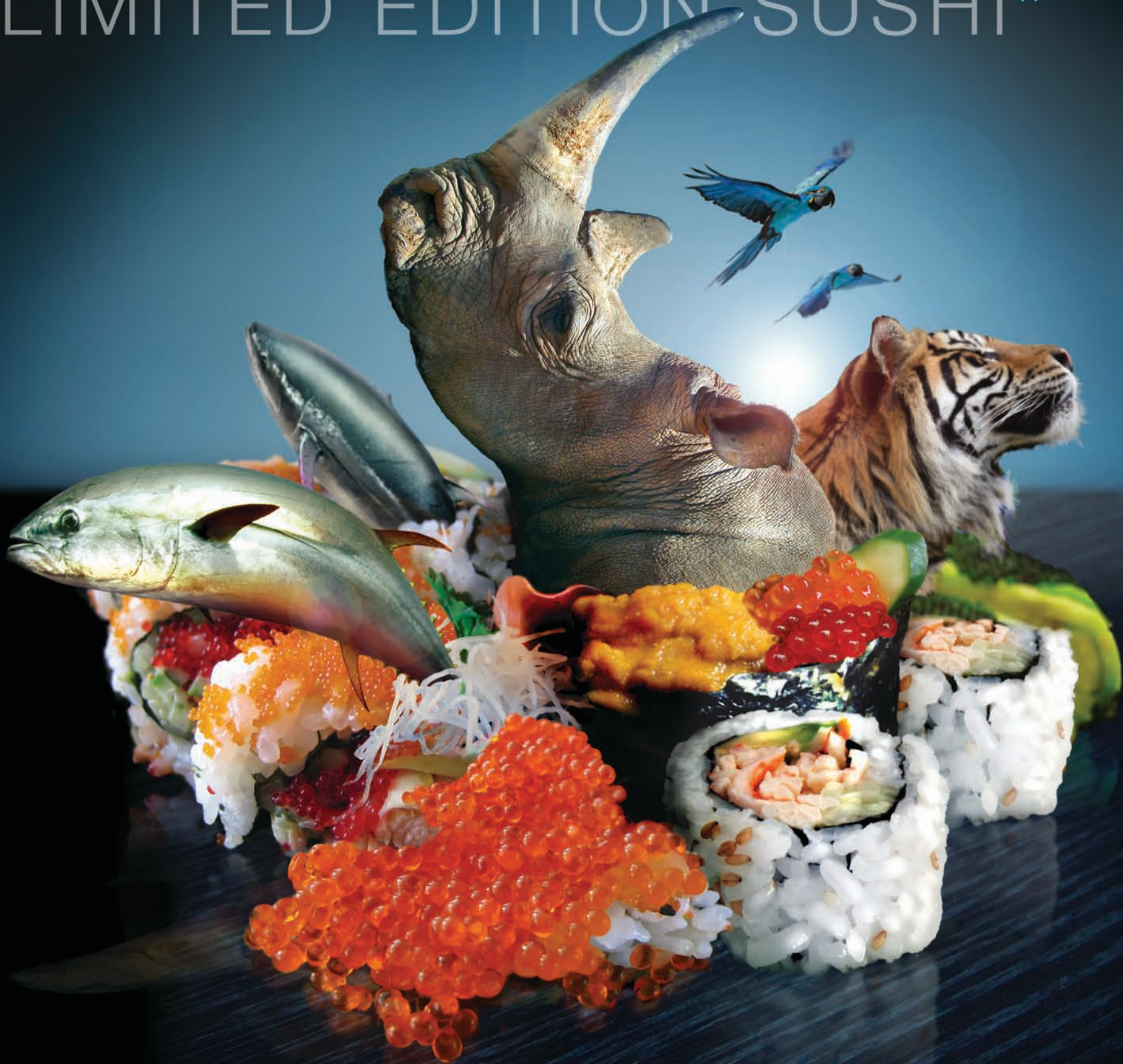


LIMITED EDITION SUSHI*



Nobu offer an exclusive dining experience in London and across the globe. We have the power to catalyse positive culinary change on a global scale when it comes to sourcing seafood. For example, we know that bluefin tuna is an endangered species and we could take it off our menu, but since our star-studded clientele doesn't seem to be complaining, why should we bother changing anything?

By serving bluefin tuna, we are giving our customers an even more exclusive dining experience – at least until stocks run out. But we have to think about what's important here – bluefin tuna tastes damn good and makes our owner, Robert De Niro, lots of money.

* Our bluefin dishes will only be available for a limited period because bluefin will soon be extinct.

To find out how Nobu are pushing bluefin tuna towards extinction visit www.greenpeace.org.uk/nobu and watch www.endoftheline.com