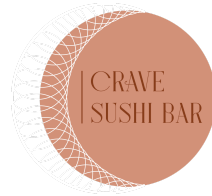




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The team behind **Crave Fishbar**, NYC's first 100% sustainable seafood restaurant, is enhancing their reputation as New York City's go-to fish brand with the new [Crave Sushi Bar](#), directly next door to their Midtown location, 947 Second Avenue (E. 50 Street), and in keeping with the ethos of the group, have a focus on sustainably sourced domestic fish.

Pre-meal bites from **Executive Chef Todd Mitgang** include Grilled Shishito Peppers and Spicy Edamame. Shareable appetizers include Crispy Rice with salmon, kumamoto oysters, and Rock Shrimp Tempura. Selections of Japanese fare come in the form of dressed nigiri and sashimi- freshly sliced fish unconventionally coated in a variety of sauces and herbs, including **Local Sea Scallop Nigiri** with brown butter, lemon, and Celtic sea salt; **Sustainably Certified Bluefin Tuna O-Toro** with mezcal nikiri and scallion; **Kona Kampachi Sashimi** with yuzu kosho tom yum, garlic crisp, and charred serrano; and **Bigeye Tuna Wasabi** with Persian cucumbers, Asian pear, radish, wasabi-soy vinaigrette showcasing Chef Mitgang's bold approach to the cuisine. He also offers a 'Naked Sushi' section for purists, stripping away the complex toppings. Hot entrees are just as innovative, featuring a **Dashi Ramen Pasta** dressed in togarashi breadcrumbs and bonito flakes and **Salmon Teriyaki** served with roasted Chinese water spinach, oyster mushroom, and shallots.

The beverage program is overseen by partner **Brian Owens**, with a generous sake-by-the-glass selection, cocktails paired with the adventurous food menu, Japanese whiskys, and tequila. Bar manager and veteran mixologist **Taylor Phillips**, who also leads Crave Fishbar's cocktail operations, highlights Japanese ingredients with such libations as the **Kuro Espresso Martini**, which uses black sesame and the **Tamari Marg**, a tamari-infused take on the classic cocktail is garnished with a wasabi pea salt rim.

The 1,400-square-foot space is centered by a 7-seat sushi bar and comfy booths lining the walls with seating for 60 people. Crave Sushi Bar's interior boasts an oceanic color palette complemented by hints of traditional and recognizable Japanese motifs and amplified by warm lighting. The back room is outfitted with new finishes and playful netting detail above, referencing materials used by fishermen. Reflective finishes and wood screening flank the space, a subtle nod to similar elements in Crave Fishbar.

Brian Owens and Todd Mitgang's partnership blossomed into a movement that has helped to mold the NYC culinary scene. Since the inception of the Crave brand nearly twenty years ago, the pair has continued to push the envelope in community and flavor while building upon their commitment to sustainability.

Crave Sushi Bar will be open Monday through Sunday, 5-10 pm. Reservations can be made through [cravesushibar.com](http://cravesushibar.com) or by calling (646) 927-2927. Photos can be found [here](#). Menus can be found [here](#).