

## **SUSHI LOUNGE OFFERS A DIFFERENT SPIN ON JAPANESE DINING**

**BY WILMA HURWITZ**  
**SPECIAL TO MORRISTOWN THIS WEEK**

Wednesday, September 26, 2007

Where: 12 Schuyler Place, Morristown

Phone: (973) 539-1135

E-mail: [sushilounge@optonline.net](mailto:sushilounge@optonline.net)

Hours: Monday-Wednesday, 11:30 a.m.-11 p.m. Thursday-Friday, 11:30 a.m.-midnight. Saturday, noon to midnight. Sunday, noon to 11 p.m. Bar always open until 1 a.m.

Cuisine: Sushi and Japanese fusion.

Liquor: Full bar with extensive Sake list.

Payment: All major cards excluding Discover.

Price range: \$20-\$29 entrées.

Reservations: No.

Dress: Sophisticated but casual.

The scene: Expect to see someone you know from the area. Business professionals and local residents for dinner; a lunch choice for attorneys and legal staff from the nearby courthouse.

Atmosphere: Modern décor, energetic atmosphere.

Outdoor dining: No.

Handicap access: Yes.

Parking: Large parking garage down the street on Schuyler Place.

Service: Casual, friendly and knowledgeable staff.

Participates in Certificate Program: Yes. Gift cards are raffled off at local town events and at community outreach programs. Also Morristown Partnership gift certificates.

Owner/manager: Joe McCafferty, Joe Rinaldi and brother Frank Rinaldi.

Specialties: Unique special rolls and imaginative kitchen entrées -- Optimistic roll, Yellowtail in Yuzu and Thai basil chicken.

Web: [www.sushilounge.com](http://www.sushilounge.com)

MORRISTOWN -- For a different taste and feel in a Japanese restaurant, it pays to visit Morristown's Sushi Lounge, just off the Green on Schuyler Place.

Most Japanese restaurants feature a sushi bar, a few tables and a quiet atmosphere. Sushi Lounge takes a different spin on the Japanese dining experience:

- A modern energetic atmosphere. You walk into the restaurant's neat bar/lounge area and then a spacious dining room with sleek black tables and chairs (wall booths and open tables). Against one wall is a sushi bar with six stools where the chefs whip up delicate, tasty sushi entrées.

Energy? You bet. Tuesday through Saturday a DJ spins creative background mixes of disco style music (lively but not too loud). Or you can listen to jazz on Sunday evenings.

- Superior quality food and service. Sushi Lounge goes to great lengths to ensure that its raw fish is fresh every day. Its quartet of highly trained Japanese sushi chefs can prepare more than 15 delectable sushi and sashimi dishes, as well as 15 specialty sushi rolls.

The service staff is a group of motivated young adults finishing their college degrees, as well as graduates beginning their careers in business. A few hail from County College of Morris and Fairleigh Dickinson University.

- Imaginative entrées. Along with sushi dishes as entrées, Sushi Lounge features some neat "fusion" Japanese items. Try the Kobe style beef with a shiitake mushroom fricassee. Or the steamed halibut -- a Pacific halibut fillet steamed over jasmine tea and served over Okinawa potatoes (deep purple and very sweet) with a ginger-flavored sauce or coulis.

Joe McCafferty and his best friend, Joe Rinaldi, established the first Sushi Lounge six years ago in Hoboken. Both had more than 10 years of extensive restaurant management experience. Add to that Frank Rinaldi (Joe's brother), who brings some quality "sales muscle" from his product marketing and branding experience with Unilever.

Only 2½ years in Morristown, Sushi Lounge has become a top spot for business people, singles, couples and families for a drink, light sushi snack, luncheon or dinner. But you have to get there right after work on weekdays or late weekend afternoons -- 80 percent of its business is the dinner and evening crowd.

We recently asked some Friday "evening crowd" folks what they thought of Sushi Lounge's unique Japanese dining experience:

- Allison and Tom Boller, a Denville couple who come to Sushi Lounge religiously every Friday night after a busy week of work: "This is the best sushi restaurant we've ever visited anywhere. Great setting and never a bad piece of fish."

- Mike Cortese, Greg Schroeder and Anthony Gallo, three business administration students from Fairleigh Dickinson University in Florham Park: "Everyone knows Sushi Lounge. Like the Hoboken location, the atmosphere is trendy and attractive to folks in their 20s. There are not a lot of places like this."