

# Zen Sushi Omakase

## Weekly Competitive & Trend Data

Peer IG/TikTok content coverage over the past week, newly opened Manhattan omakase, the five hottest recent omakase posts, and what the broader NYC food scene is running this week. Pure data — no judgments, no advice.

<b>00</b>	<b>Data Sources &amp; Method</b>	What you can / can't see
<b>01</b>	<b>Peer Content Coverage</b>	Shinzo / Kawa / Mojo East / SourAji
<b>02</b>	<b>New Manhattan Omakase</b>	5 openings in the past 60 days
<b>03</b>	<b>5 Hottest Recent Posts</b>	NYC omakase scope
<b>04</b>	<b>NYC Overall Food Trends</b>	This week's openings + TikTok topics

<b>BRIEF TYPE</b> Pure data — no recommendations, analysis, or strategy	<b>TIME WINDOW</b> Recent (past 1–4 weeks; strict "7-day" resolution unavailable)	<b>COVERAGE</b> 4 peers · 5 new openings · 5 viral posts · NYC trends
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# Data Sources & Method

Before reading the data, here is what this report can and cannot see — so nothing gets over-interpreted.

**Methodology:** Based on publicly indexed data visible to Google — Google Search, Yelp/Resy/Tock descriptions, restaurant official sites, the TikTok discover page, public Instagram bios and post titles, and aggregators (Eater NY, Time Out NY, Infatuation, Patch, HelpNewYork, The Sushi Legend).

## ✓ Can confirm

- Official accounts exist, follower counts, bios
- TikTok videos indexed by Google (titles, tags, likes)
- Opening dates / chef backgrounds reported by aggregator media
- Content themes repeatedly referenced recently
- Menus and pricing shown on Yelp / Resy / Google

## ✗ Can't see clearly

- Strict "past 7 days" IG/TikTok posts (index lags 1–2 weeks)
- Each restaurant's own daily post details (no API)
- Precise post timestamps
- Content "quietly posted but never went viral" / not indexed
- Distinguishing paid/boosted posts from organic reach

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*Note: "Recent" below means observable content over the past 1–4 weeks. Strict "past 7 days" resolution requires a paid scraper (Apify, Bright Data, etc.), roughly \$50–200/month. That capability is a post-MVP problem.*

# Peer IG / TikTok Coverage

Four recent omakase neighbors — what each posts, what gets posted about them, and how they position. Pure description.

## Shinzo Omakase

IG @shinzo\_omakase · TikTok @shinzosg

Official cadence	Low — mainly UGC-driven
Recent themes	Chutoro with caviar \$69 · 13 courses · BYOB · 60-min table turn
High-freq UGC	The same chutoro + caviar dish is independently featured by dozens of accounts; one @caromakase post hit 118.3K likes
Absent content	No new-dish announcements, events, seasonal promos, or chef stories

## Kawa Omakase

@Kawaomakase (all platforms)

Official cadence	Medium — chef persona is the core
Recent themes	Chef Tony \$88 · 14 courses · hand-crafted · East Village counter
High-freq comment	"Chef Tony hand crafted each piece" appears in nearly every UGC video
Absent content	No supply-chain / fish-sourcing narrative, events, or holiday promos

## Mojo East

TikTok @mojoeastnyc · 78.7K followers · 7.3M likes

Official cadence	Very high — the only one of the four actively running its own account
Official bio	"\$55 13-courses Omakase · NO TIPPING Establishment · Lower East Side · Book on RESY"
Recent themes	NO TIP · \$55 · daily giveaway · 13 courses · truffle sushi
Key UGC	@niafromnyc 48.3K · @chloejadetravels 24.1K · @mandyalmanzor (posted 5/18) · @ssssourabh (truffle angle)
Activity mechanic	Daily omakase giveaway, ongoing (at least 4 users observed mentioning a win)

## SourAji

23 Avenue B · East Village (+ SourAji West, Chelsea)

Official cadence	Medium — mainly influencer-driven
Recent themes	Unlimited nigiri \$98 · all-you-can-drink · 14 + ∞
Key UGC	@fiahfeasts (43K+ TikTok) pushes the unlimited concept; Infatuation noted "someone added 30 extra pieces"
Expansion	Already opened SourAji West — expanding faster than others in the area

### Peer positioning matrix

Low price + no tip	Mojo East
Low price + BYOB	Shinzo
Chef IP	Kawa (Chef Tony)
All-you-can-eat + drink	SourAji
Single-bite "shareable shot" (chutoro + caviar)	Shinzo (UGC)
Daily giveaway	Mojo East
Nobody using: fish sourcing / supply chain	—
Nobody using: seasonal / monthly events	—
Nobody using: birthday perks / returning-customer rewards	—
Nobody using: collab / co-branded dinners	—

# New Manhattan Omakase

New and omakase-format restaurants confirmed open in Manhattan in the past 60 days.

NAME	LOCATION	SIZE / PRICING	OPENED	CHEF / BACKGROUND
<b>Anbā</b>	Lower East Side	16 courses (price undisclosed)	Early Apr	Chef Ambrely Ouimette, ex-Sushi Bar ATX (Austin)
<b>Iki Sekai Omakase</b>	1203 Second Ave (UES)	\$85 / 14 courses	4/28	Chef Gary Ke (ex-Kinjo, Dumbo)
<b>Mitani New York</b>	Lotte NY Palace (Midtown)	From \$700 / \$1,500 w/ pairing	Mid-May	Top-tier Japanese; Bloomberg reported 5/28
<b>Cocktail Omakase</b>	Lower East Side	\$55 / 4 cocktails + bites	3/27	Cocktail Kingdom × Tokyo's Bar Libre (not sushi)
<b>Sendo</b> (2nd loc.)	43 W 8th St, Greenwich Village	Omakase from \$32, walk-in only	Recent	Tokyo-style sushi, IG 25K, hidden 1.5-floor entrance

## Worth watching together (not pure omakase but adjacent)

NAME	LOCATION	SIZE / PRICING	OPENED	NARRATIVE ANGLE
<b>Oyatte</b>	125 E 39th St, Murray Hill	8-course tasting	4/30	Chef Hasung Lee (ex-Atomix, French Laundry, Geranium) + single-farm binding (Crown Daisy Farm)
<b>Sushi Beauu</b>	Empire State Building	\$100 / \$140, 18 courses	2025/12/11	Chef Tetsu Kaminakaya (ex-Hanabi, Japan); iconic-address angle
<b>Love Thy Neighbor</b>	55 Christopher St, West Village	Japanese-NYC hybrid bar (not omakase)	May	Shigefumi Kabashima (ROKC, NR) + Chef Elias Popa (Oti)

# 5 Hottest Recent Posts

NYC omakase posts that recently spread widely or hit standout single-post like counts.

01 · TIKTOK · @NIAFROMNYC · 48,300 LIKES · 74 COMMENTS

## "\$55 13-course omakase, NO tip in NYC" — Mojo East

The shot is the checkout moment, not the food. The emotion is "too cheap to be NYC." No chef on camera, no slow-mo dishes. Title runs a double contrast: ultra-low price + no tip.

02 · TIKTOK · @CHLOEJADETRAVELS · 24,100 LIKES · 135 COMMENTS

## "\$55 NO TIPPING OMAKASE in NYC!" — Mojo East

Key line: "No idea how they are going to stay in business but I definitely recommend." The contrast isn't the price itself — it's "how can it be this cheap and still good." A skeptical hook outperforms a hard sell.

03 · TIKTOK · @CAROMAKASE · 118,300 LIKES (ACCOUNT'S TOP POST)

## "The rice ball was a game changer" — Shinzo Omakase

Highlights the sushi rice, not the fish. The single caption is "The rice ball was a game changer." Counter-intuitive: most sushi content films the fish; this one gives the focus to rice.

04 · TIKTOK · MULTI-ACCOUNT · TŌKA CHEF KITCHEN (201 ALLEN ST, LES)

## "Buy One Get One 50% off · \$68 / 18 courses · \$20 all-you-can-drink"

New LES neighbor using BOGO 50% off as the hook. One TikTok title: "Why are people gatekeeping?" — designed to trigger the share-with-friends impulse.

05 · TIKTOK · MULTI-ACCOUNT · KAZUMI OMAKASE (GREENWICH VILLAGE)

## "13 courses, \$75 — deal of the century"

Priced between Mojo East and Zen (\$75 vs \$55 vs \$89). Title formula: "deal of the century" + "my honest review" — the "I'm not sponsored" credibility signal.

#### DATA OBSERVATIONS (PURE STATEMENTS)

- Of the 5, four lead with "cheap + better than expected"; one is "counter-intuitive focus" (rice, not fish).
- Zero lead with "fish quality," "chef pedigree," or "seasonality" as the viral hook.
- High-frequency words: NO TIP / \$55 / \$69 / \$75 / under \$100 / deal / BYOB / "no idea how they stay in business."
- Zero are about events, collaborations, seasons, or stories.
- Checkout footage outperforms slow-mo dishes on emotional trigger.

# NYC Overall Food Trends

Stepping out of omakase — what the whole NYC food scene is running this week: openings + TikTok topics + long-form trends.

## This week's openings (Manhattan, from 5/19)

NAME	LOCATION	POSITIONING
Love Thy Neighbor	55 Christopher St, West Village	Japanese-NYC hybrid bar + restaurant; sandos / shareable plates
Oyatte	125 E 39th St, Murray Hill	8-course tasting; Chef Hasung Lee + single-farm narrative
Skinny Louie	1565 2nd Ave (UES)	Opened 5/8, Miami smash burger; gave away 100 free burgers on opening day
Bar Susanne / Six Coasts	Multiple waterfront locations	Opened May; patio + waterfront experience
Bar Rocco	NYC (location TBD)	Rocco DiSpirito returns; 1999 F&W Best New Chef

## Topics running on NYC food TikTok this week

THEME	SPECIFICS
Pasta de Pasta	"\$10 viral pasta in NYC," halal-pasta tag keeps running, "run to" title format
Smash burger wave	Skinny Louie opening-day queue footage; Hamburger America keeps getting pushed
"\$X for Y" template	"\$X gets you Y" deal titles dominated NYC food TikTok all of May, across categories
"2026 is the new 2016"	Global trend; nostalgia filters (bright colors, low-res, Snapchat filter) re-entering food content
"Self Aware" sound	Food videos paired with thoughtful / calm text overlays trending up
"Ugly delicious"	Deliberately messy but tasty — loaded fries, messy smash burgers, rule-breaking pasta plating
Birria crossover	Birria ramen, birria grilled cheese, birria pizza keep expanding out of Mexican street food
Crispy rice	Once a sushi byproduct, now a standalone dish — spicy tuna / avocado / truffle aioli on top

## This week's long-form / media trends

SOURCE	THEME
<b>Bloomberg (5/28)</b>	"Why NYC Sushi Omakase Is Worth the \$1,000 Price Tag" — Masa \$1,200 / Mitani \$700–1,500 / the industry conversation pushed to the top of the pyramid
<b>The Sushi Legend (2026 NYC Sushi Guide)</b>	Describes NYC omakase as "a mile wide and an inch deep" — heavy homogenization
<b>Accio / industry research</b>	2026 restaurant trend keywords: approachability (high quality, low price), elevated classics, fusion
<b>Time Out / Eater NY</b>	Sub-\$100 omakase remains the LES / East Village reporting focus

## Non-omakase narratives possibly worth borrowing

WHO	WHAT THEY USED
<b>Oyatte</b>	"Single farm" narrative — bound to one upstate farm, making "where it comes from" the main dish
<b>Mido Omakase</b>	"iPad ceremony" — turning the customer interaction into a ritual
<b>Cocktail Omakase</b>	"non-sushi omakase format" — the word "omakase" is expanding beyond sushi
<b>Skinny Louie</b>	"give away 100 on opening" — physical-queue play
<b>TÔKA Chef Kitchen</b>	BOGO 50% off + "why are people gatekeeping" — counter-provocation share mechanic

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Data as of Friday, May 29, 2026. Next weekly brief: June 5.