



## PALACE HOTEL TOKYO

### **Palace Hotel Tokyo Toasts World Sake Day with an Exclusive Collaboration with Hakkaisan**

*Palace Hotel Tokyo takes guests behind the scenes of one of Japan's most renowned sake breweries*

TOKYO (July 18, 2018) – One of Tokyo's most lauded hotels is raising a glass to the country's national beverage this fall with 'Brewing Tokyo,' a stay package inspired by sake. In celebration of World Sake Day on October 1 and offered only during the autumn season, [Palace Hotel Tokyo](#) has concocted an array of experiences ideal for lovers of a good tippie, including sake-themed cocktails, a travel kit of beauty products infused with the Japanese rice wine, a private tour of the esteemed brewery and a Hakkaisan-inspired afternoon tea.

At the core of the offering is Hakkaisan's 1-1-1 sake, brewed exclusively for the hotel and named after Palace Hotel Tokyo's prestigious address at 1-1-1 Marunouchi. While in residence, guests can enjoy a tasting of two sake-based cocktails at [Royal Bar](#), a legendary enclave helmed by a Diageo World Class bartender. The first, *Usumomiji*, is inspired by the autumn leaves of Mt. Hakkai, the setting of the premium brewery, and is made of an airy blend of 1-1-1 sake and plum wine (both produced by Hakkaisan) as well as cassis syrup. The second, *Tsumugi* or 'spin' in English, presents a creamy and refreshing mix of the signature sake, *amazake* (sweet sake), fresh cream and advocaat liqueur.

Guests are also invited to savor the limited-edition Hakkaisan afternoon tea presentation at [The Palace Lounge](#) (or in-room) as part of their sake-inspired getaway. To highlight the drink's versatility, the autumn afternoon tea includes a number of treats infused with sake and *amazake* as well as some of the key ingredients used in the production of sake – such as a sake-flavored foie gras terrine, mozzarella bites pickled with *miso* made of *sake kasu*, *amazake* focaccia with salmon and prosciutto, *koji*-flavored roasted tea crème brûlée and *sake kasu*-flavored scones – all artfully presented in an elegant, three-tiered *jyubako* lacquered box.

And though not ordinarily available for purchase, guests of 'Brewing Tokyo' will be gifted with a bottle of Palace Hotel Tokyo's exclusively made 1-1-1 sake to take home in addition to the property's original sake cake (infused with the Hakkaisan's 1-1-1 *junmai ginjo*) and a Hakkaisan beauty kit containing a selection of travel-size hair and bath products inspired by the Japanese rice wine.

Those wishing to see how the brew is made can add on a privately guided daytrip to Hakkaisan's brewery with a sake aficionado (additional fees apply). Situated in Niigata prefecture, a 90-minute trip by bullet train, Hakkaisan's hometown of Uonuma is famous for its picturesque natural landscape, from snow-capped peaks to its spectacular fall foliage.



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Guests of the hotel will not only be able to explore the vast estate on which the brewery is located and try local Japanese food at one of its eateries, but also get to tour the brewery with access to areas otherwise not open to the public, along with a visit to its year-round snow cellar.

The one-night 'Brewing Tokyo' package is offered for stays between September 1 - November 30, 2018 and available to book based on single or double occupancy (subject to availability).

Package rates start from JPY 98,400 for a [Deluxe with Balcony Room](#), with the option to upgrade to a more spacious [Executive Suite](#) or the singular [Chiyoda Suite](#), and are inclusive of daily breakfast for two at Grand Kitchen. All suite bookings include [Club Lounge](#) access & privileges.

\*Package rates are subject to taxes and service charge

For more information on Brewing Tokyo, please visit:

<https://en.palacehoteltokyo.com/offer/brewing-tokyo-hakkaisan-sake-experience/>

### ABOUT PALACE HOTEL TOKYO

[Palace Hotel Tokyo](#) commands some of the city's most exclusive real estate. As heir to a legacy going back more than half a century as one of the city's most iconic properties, the hotel remains committed to offering Japanese hospitality at its finest.

As the anchor to a USD 1.2 billion mixed-use development built entirely from the ground-up, the contemporary 290-room hotel features 10 distinctive restaurants & bars - including elegant French fine dining, exquisite Japanese and an Old World-style cigar & martini bar - an evian SPA and incomparable views of the city's much-loved Imperial Palace gardens.

Drawing deeply from the country's history, culture and art, the [award-winning](#) hotel redefines luxury in Japan with sophistication and authenticity, presenting guests with the most bespoke cultural experiences to be had in Tokyo.

Located at 1-1-1 Marunouchi, the hotel is a 10-minute walk from the landmark Tokyo Station and mere steps away from Marunouchi Naka Dori, a picturesque, tree-lined boulevard that serves as one of Tokyo's most posh shopping and dining destinations.

Palace Hotel Tokyo is the only independent Japanese hotel to ever be awarded the highly coveted Forbes Travel Guide Five-Star rating, the industry's most prestigious arbiter of luxury travel.





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For more information on Palace Hotel Tokyo, please visit our online Newsroom at [en.palacehoteltokyo.com](http://en.palacehoteltokyo.com).

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