

Bar-hopping in Marunouchi Urban-Rural Collaborative Cocktail Event



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● Keeping sake culture alive while hosting an elevated experiential event

Japanese cuisine just wouldn't be the same without sake.

Countless eating and drinking establishments have had to close down or scale back their operations during the pandemic, slashing demand for sake and throwing longstanding sake brewers and brewers' rice growers into crisis.

Despite these challenges, DMO Tokyo/Marunouchi has continued working to attract international MICE events (MICE stands for Meetings, Incentives, Conferences, and Exhibitions/Events and is used as a catch-all term for major business events) to the Marunouchi area. (In this context, the term "Marunouchi" refers to Otemachi, Marunouchi, and Yurakucho).

In order to help sustain the culture of Japanese sake—a favorite even among non-Japanese—DMO Tokyo/Marunouchi member companies put together a collaborative event between

hotels and bars in the Marunouchi area and local sake breweries. It started as a cocktail fair exhibiting exciting new ways to enjoy sake and shochu, and was later elevated into an experiential event called Bar-hopping in Marunouchi. The event was held between November 24 and December 7, 2021.



● Crafting cocktails that showcase the passion of Japanese sake producers

A total of seven hotel bars participated in the program. Japan sake and shochu expert Satoshi Kimijima (Sake Service Institute Honorary Master Sake Sommelier and President of Yokohama Kimijimaya) served as Director of Spirits Selection, picking out seven sake and seven shochu varieties from around Japan. All of them were premium bottlings with a strong fan base.

Sake and shochu are almost always enjoyed on their own, which put a lot of pressure on the bartenders put in charge of making cocktails out of them. But each bartender set out to create cocktails that would showcase the inherent qualities of the original bottling while incorporating a number of related elements—among them the terroir and local culture where the spirit was made, inspiring stories from brewers who had survived the devastation of natural disasters, and the passion of the brewers dedicated to carrying on Japan's ancient drinking traditions.

After much trial and error, the masterful skill of the bartenders was on full display in fifteen exceptional recipes. The cocktails ranged from fruity, easy-drinking selections and café-inspired blends incorporating coffee or matcha to unique combinations featuring shiso leaf or daikon radish. Combining the premium sake selections with the unique personalities of each hotel bar resulted in a list of cocktails that was a feast for the eyes and the palate—a delight that could only happen in Marunouchi.



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●A unique offering for MICE events

The limited-time event was a fantastic opportunity for people who work in the Marunouchi area, hotel guests, and those in the MICE industry to get out and not only enjoy the cocktails, but have conversations with the bartenders and gain a fresh perspective on the area's charms. The event also seemed to inspire younger Japanese drinkers, who rarely go to upscale bars, to try authentic, professionally-made cocktails for the first time.

The pandemic continues to make hosting events extremely challenging, but the hotel bar teams and Team DMO Tokyo/Marunouchi came together for a common purpose and decided to develop Bar-hopping in Marunouchi as a welcoming offering that would showcase the unique features of the Marunouchi area. Its popularity unleashed a host of fresh possibilities for collaborative urban MICE events as soon as they return.

Major newspapers and digital media outlets also picked up the story, providing information not only on the event itself but also on the attractive features and great potential of the area. This media coverage also gave DMO Tokyo/Marunouchi a chance to talk about its goals and hopes for the future.

We are looking to carry the great benefits of the program into the future by eventually offering it as a unique party option for MICE events in the Marunouchi area and as a way to get inbound tourists excited about traditional Japanese spirits.

The members of DMO Tokyo/Marunouchi will continue to work together to create exceptional offerings that give everyone a chance to experience the wonders of Marunouchi firsthand.



● Participating bars and cocktail menu

Note: The prefecture where the brewery is located is given in parentheses following the name of each bottling

1. Imperial Lounge Aqua at the Imperial Hotel Tokyo (Main Building 17F)
 - Sake: Geppo made with Kikuhime (Ishikawa) and matcha
 - Shochu: Hikari made with Makiba no Yume (Kumamoto) cow's milk shochu
 - Shochu: Tsuyameya made with Makiba no Yume (Kumamoto) cow's milk shochu, herbal tea, and shiso



2. Pomme d'Adam (French restaurant) and Le Connaisseur (cigar bar and café) at the Marunouchi Hotel (8F/7F)

- Sake: Blanche-Neige warm sake made with Hakkai-san (Niigata) and apple
- Shochu: Taoyame made with Koma (Miyazaki), daikon radish, and seaweed salt



3. Privé at the Palace Hotel Tokyo (6F)

- Sake: La Brilliance made with Tatsuriki (Hyogo), yogurt liqueur, and white peach juice
- Shochu: La Couronne Japanese espresso martini made with Nasakeshima (Tokyo/Hachijo-jima)



4. Peter: The Bar at The Peninsula Tokyo (24F)

- Sake: Tokky Martini made with Kiddo (Wakayama), gin, yuzu, and shiso
- Shochu: Naked Fashioned made with Asahi Mannen Boshi (Miyazaki) and black soybeans



5. Camellia (bar and café) at The Tokyo Station Hotel (2F)
 - Sake: Pair Resonance made with Sohomare (Tochigi), sudachi citrus and Tochiotome strawberries
 - Shochu: Happiness Fleur made with Sangosho (Okinawa), muscat liqueur, and blue curaçao



6. The Upper at the Marunouchi Terrace (9F/10F)

- Sake: Ulka, a cocktail made with Tengumai (Ishikawa) that drinks like orange wine
- Shochu: Megumi, a cocktail made with Bunise LXX (Kagoshima) that drinks like red wine



7. Main Bar (weekdays) and Rossini Terrace (weekends and holidays) at the Tokyo Kaikan (1F)

- Sake: Sumire, made with Kagatobi (Ishikawa) and violet liqueur
- Shochu: Sakuya no Tsuki, a bright-yellow cocktail made with Jotokuya (Oita)

