NEWS RELEASE



September, 2017

Keio Plaza Hotel News Release

Keio Plaza Hotel Tokyo Patissiers Create Special Cakes Based on the Theme of "Beauty and the Beast" to Celebrate the Yearend Holiday Season

TOKYO - <u>Keio Plaza Hotel Tokyo</u> (KPH), one of Japan's most prestigious international hotels located in Shinjuku, Tokyo, will serve cakes specially prepared by our skilled patissiers to help guests celebrate the yearend holiday season. This year's theme is the famous French fairy tale entitled "Beauty and the Beast" and various delectable cakes created in the image of this fairy tale will be available for guest to enjoy. Also, cakes which have become traditions of the Keio Plaza Hotel including the highly popular "Stollen" cake will also be available. Reservations for cakes will begin being taken from September 23, 2017.

As part of this Christmas Cake Collection, three new and unique cakes will be created in the image of the fairy tale "Beauty and the Beast", written by the French novelist Jeanne-Marie Leprince de Beaumont. One of these cakes is entitled "Princess Bell", created in the image of the main character "Bell", and is adorned with a tiara and bright red roses upon a base of vanilla mousse. Our patissiers avoided using alcohol in this cake to allow both children and adults to enjoy them. Another new cake entitled "Passion of the Beast" is created for adults to enjoy using chocolate as its base, and seasoned with nuts and various spices such as ginger and star anise in the image of the passion of the main character the Beast. The third new cake entitled "Magical Rose" is created to reflect the happy ending of the last scene from the fairy tale, and uses a delicate and delicious balance of spicy pear compote laced with pepper and caramel mousse, against the backdrop of a motif of roses and stained glass windows made from chocolate.

Our chef Patissier Toshinobu Akiyama will also create three other new premium Christmas cakes including one entitled "Entrée d'un rêve – Start of a Dream" based upon a traditional Italian "Zucotto" cake. In addition, Rie Imura, the manager and sommelier of our "Poppins" Food Boutique, will create specially paired menus of cakes and bottled wines for customers to take with them as gifts during the holiday season.



♦ "Beauty and the Beast" Themed Cakes

☆ "Princess Bell"

JPY4.500

A cake created in the image of the main character "Bell" and adorned with a tiara befitting a princess and decorated with red rose and vanilla cream mousse. Our patissiers have taken children into consideration and avoided using any alcohol in this cake.

☆ "Passion of the Beast"

JPY4,500

A spicy chocolate cake created for adults using nuts, ginger, star anise and other ingredients created in the wild image of the passion of the main character the Beast.

☆ "Last Scene - Magical Rose"

JPY4,500

A cake entitled "Last Scene - Magical Rose" is created to reflect the happy ending of the last scene from the fairy tale and uses a delicate and delicious balance of spicy pear compote laced with pepper and caramel mousse, against the backdrop of a motif of roses and stained glass windows made from chocolate.

◆Other Christmas Cake Collection

☆ "Stollen" Cake

JPY3,500 (20cm) / JPY1,500 (13cm)

Our "Stollen" cake is not only a traditional German Christmas cake, but has become a tradition of the Keio Plaza Hotel Tokyo ever since being created by our chefs at the time of the opening of our Hotel. Butter, dry fruits, spices, marzipan and other ingredients are combined to make this delicious cake.

☆ "Stollen" Cake and Bottled Wine Gift

JPY6,600

★ "Entrée d'un rêve – Start of a Dream" JPY5,300 (Limited Number Availability)

This cake is based upon a traditional Italian "Zucotto" cake, made from mascarpone cheese, cream, orange confit, nuts, walnut liqueur and other delicious ingredients.

☆ "Buche de Noel"

JPY4,800

Chef Patissier Toshinobu Akiyama creates this traditional Christmas cake "Buche de Noel" using chocolate crème, chocolate sponge, chestnut crème, Japanese chestnut mousse, hazelnuts, almonds and other ingredients to reflect the fragrance of a fresh forest to cater to the tastes of adults.

☆ "Premier D'amour"

JPY4,800

Chef Pattisier Toshinobu Akiyama uses select ingredients including fresh cream, Japanese flour, eggs, and sweet Japanese strawberries to create a special premium shortcake.

☆ "Strawberry Sponge Cake"

From JPY2,500

A classic strawberry Christmas cake that has become a tradition ever since the opening of our Hotel using bountiful strawberries and simple design.

☆ Ice Cream Cake "Dessert Party"

JPY2,500

- Cakes for customer pickup from December 18 to 25, 2017, 11:00a.m. to 9:00p.m.
 *Sales of Stollen cakes will begin from November 19 (Sunday), 2017
- Special gifts for children will be provided to customers making purchases of cakes totaling more than JPY3,500 between December 18 and 21, 2017.

About the Keio Plaza Hotel

Keio Plaza Hotel Tokyo, located in Shinjuku at the very heart of the nation's capital Tokyo, is one of Japan's leading international hotels. Our hotel boasts of over 20 restaurants and bars, and we host a wide range of local and international guests who visit us for our welcoming facilities, warm hospitality and unique services that allow them to experience Japanese culture, including our Hello Kitty themed rooms, wedding kimono fitting experience, easy kimono (Yukata) experience, tea ceremony, ikebana experience and many others. For more information about our facilities and services, please visit our website, YouTube, Facebook or Instagram.

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