

May 8, 2025

**The Keio Plaza Hotel Holds “Ichiro's Malt Whisky Fair”
at Three of its Bars and Lounges, Rare Bottles of “Ichiro’s Malt” Whisky and Whisky
Sampler Sets Served!**

**Four Restaurants Will Also Hold “Ichiro’s Malt Exclusive Store Fair”
Where Guests Can Enjoy a Marriage of Restaurant Cuisine and “Ichiro's Malt”
Whisky Tailored to Each Restaurant’s Cuisine**

～From April 1 to May 31, 2025～



“Ichiro’s Malt” Whisky 3 Variety Sampler Set

TOKYO - Keio Plaza Hotel Tokyo (KPH), one of Japan’s most prestigious international hotels located in Shinjuku, Tokyo, will hold “Ichiro’s Malt Whisky Fair” from April 1 (Tuesday) to May 31 (Saturday), 2025, featuring rare bottles of “Ichiro’s Malt” whisky and whisky sampler sets. Also, an “Exclusive Store Fair” will be held for guests to sample the marriage of Ichiro’s Malt Whisky and special cuisines at four of the Keio Plaza Hotel’s restaurants.

URL : <https://www.keioplaza.com/offers/ichiro.html>

■Ichiro's Malt” is loved Around the World for Its Unrelenting Focus Upon Product Quality Using Antique Casks



“Ichiro's Malt” is a Japanese craft Whisky brand produced by Venture Whisky Ltd., a distillery in Chichibu, Saitama Prefecture named after the founder of the company, Ichiro Akuto. The company's Whisky is highly regarded in both Japan and abroad for its unrelenting focus upon attention to detail to preserve the natural flavors of its products by avoiding the use of cold filtration processes and addition of artificial colorings, with some of its products being aged in barrels made in-house of “Japanese Oak” (Japanese name: Mizunara, Scientific name: Quercus crispula).

Venture Whisky Ltd. Chichibu Distillery

■“Ichiro’s Malt Whisky Fair” Overview

The Keio Plaza Hotel will hold the “Ichiro's Malt Whisky Fair” from April 1 (Tuesday) to May 31 (Saturday), 2025 at the Keio Plaza Hotel’s Brilliant (Main Bar), Aurora (Sky Lounge), and Cocktail & Tea Lounge, where rare bottles of “Ichiro’s Malt” whisky and “Ichiro’s Malt” whisky rare bottle sampler sets will be served.



Brilliant (Main Bar)



Aurora (Sky Lounge)



Cocktail & Tea Lounge

”Ichiro’s Malt” Whiskies

(1) “Wine Wood Reserve”



Various unprocessed whiskies are matured at the Chichibu distillery, where the temperatures vary widely, are post-aged in used red wine casks and then blended to create even more mellow and harmonious blends of whiskies. “Ichiro’s Malt” whiskies have an initial refreshing citrus flavor and moderate tannins, followed pleasantly by a smooth, chocolatey sweetness in their finish.

(2) “Mizunara Wood Reserve”



“Ichirio’s Malt” is blended from a wide variety of malt liquors matured at the Chichibu distillery, then post-matured in “Ichiro’s Malt’s” own Mizunara oak casks, and further matured for a long period of time before being carefully bottled and distributed as the final product.

(3) “Double Distilleries”



“Double Distilleries” is a blend of Hanyu and Chichibu distilleries' raw whiskies. This Double Distilleries whisky has qualities that include a full bodied sweetness unique to the Hanyu distillery whisky, and a long lasting peach and honey-like flavors of the aged Chichibu distillery whisky.

Cocktails

The “Ichironi” cocktail has been created by “Ichiro's Malt” Brand Ambassador Yumi Yoshikawa based on the internationally popular Negroni cocktail. Another cocktail named “Act” created by Yellow Ribbon Medal of Honor recipient Bartender Kazuya Watanabe will be available at our Brilliant (Main Bar), Aurora (Sky Lounge), and the Cocktail & Tea Lounge for our guests to enjoy.



Cocktail on the Left Side of the Photo: “Act” by Bartender Kazuya Watanabe

Cocktail on the Right Side of the Photo: “Ichironi” by Ichiro’s Malt Brand Ambassador Yumi Yoshikawa

Price: JPY2,200 each

◆Ichiro's Malt Brand Ambassador Yumi Yoshikawa Profile



Born in Tochigi Prefecture, Japan, Yumi Yoshikawa travelled to New York in 2008 and gained experience working as a bartender. Yumi then traveled to Scotland in 2011 where she furthered her professional career as a bartender. While working as a bartender at the Whisky bar Highlander Inn in the Speyside region of Scotland, well-known for its production of Scotch whiskies, she also became involved in Whisky making at the Bruichladdich Distillery on the Isle of Islay. After returning to Japan, Yumi began working for Venture Whisky as a Global Brand Ambassador. And in 2019, Yumi was awarded World Whisky Brand Ambassador of the Year by Icons of Whisky, sponsored by Whisky Magazine.

◆Ichiro's Malt Brand Ambassador Yumi Yoshikawa Explains Her Story of How the “Ichironi” Cocktail Was Born

A bartender from the United States came to visit our distillery a few years ago. The cocktails served at his bar were all unique recipes created by himself and his staff. He says he is so passionate about his work that he sometimes spends days creating a single cocktail. I told him that I liked Negroni cocktail very much, and a few weeks later he sent me a message detailing his unique recipe of Negroni and saying that he hoped I would enjoy it. His version of the Negroni was really delicious, and I learned that variations of recipes can give a cocktail such a variety of expressions. I thought, why not change the base gin of the Negroni to Whisky? I purchased the ingredients myself and made a series of prototypes, and the result is my original “Ichironi” cocktail. With regards to the naming of “Ichironi,” we decided to name it in the hopes that many people would use Ichiro's name in cocktails in a way that would make it easy to remember since it is based on the White Leaf that is made passionately by Ichiro Akuto.

◆Bartender Kazuya Watanabe Profile



In 1986, Bartender Kazuya Watanabe won the first prize in the cocktail competition sponsored by the Japan Hotel Barmen's Association, Japan with his original cocktail named “Celebration.” Kazuya received the Tokyo Governor's Award for Tokyo Meister in 2005, and he was appointed chairman of the Hotel Barmen's Association, Japan in 2006. In 2011, Kazuya was awarded the Contemporary Master Craftsman Award. In 2012, he was appointed Knight of the Order of Champagne (Ordre des Coteaux de Champagne), and in November of the same year he became the first bartender to receive the Yellow Ribbon Medal of Honor. In 2014, Kazuya was appointed as the Honorary Advisor of the Hotel Barmen's Association, Japan. And as reflected by his illustrious career, Kazuya is committed to the promotion and development of beverage culture through cocktails.

◆Bartender Kazuya Watanabe's Comments on His Original Cocktail ACT (Same pronunciation as Akuto in Japanese)
Act is a cocktail that praises Ichiro Akuto for creating an environment for whisky manufacturing and continuing to proactively take on new challenges. A refreshing cocktail named after Ichiro Akuto, Act is based on Ichiro's Malt & Grain with bitter and sour flavors. We hope our guests enjoy it as an aperitif.

■ “Ichiro's Malt Exclusive Store Fair” Overview

Also, the “Ichiro's Malt Exclusive Store Fair” will be held during the same period with “Ichiro's Malt” whiskies being served at our Glass Court (Super Buffet), Kagari (Japanese Cuisine), Yamanami (Teppan-yaki), and Nan-en (Chinese Dining), offering a marriage of “Ichiro's Malt” matched to each restaurant's cuisines.

◇Glass Court (Super Buffet) Restaurant Vs. Ichiro's Malt & Grain, Price: JPY1,900



A blend of carefully selected malt and grain whiskies. The refreshing citrus aroma and a perfect balance of the unique and complex tastes of the original whiskies are perfect for marriage with various dishes of our Glass Court (Super Buffet) Restaurant that stimulate the five senses.

◇Kagari (Japanese Cuisine) Restaurant Vs. Ichiro's Malt Mizunara Wood Reserve, Price: JPY2,600



Unique, complex aroma and smoky flavor reminiscent of dried fruits, spices and incense, but also boasting of a mellow and smooth taste. Malt aged in Japanese oak barrels, and carefully selected seasonal ingredients will be used to create a marriage with the Japanese cuisine of our Kagari (Japanese Cuisine) Restaurant, which reflects the culinary culture nurtured in various regions of throughout Japan.

◇Yamanami (Teppan-yaki) Restaurant Vs. Ichiro's Malt Wine Wood Reserve, Price: JPY2,600



The rich and gorgeous aromas reminiscent of fruits from the red wine barrels used in the aging process, and the lingering aftertaste of bitter chocolate flavor are a perfect marriage with the high quality Kobe and Hida beef, and Japanese lobsters and abalones, which have been delicately but boldly grilled to bring out the maximum flavors of the ingredients in our Yamanami (Teppan-yaki) Restaurant.

◇Nan-En (Chinese Dining) Restaurant Vs. Ichiro's Malt Double Distilleries, Price: JPY2,600



“Double Distilleries” Whisky is a combination of the malt liquors of Hanyu and Chichibu distilleries, with a spicy flavor reminiscent of black pepper and ginger, and a unique taste of sweetness like chocolate and raisins. The marriage of these two flavors with the refined Cantonese cuisine makes the best use of the ingredients of Nan-En's creates a blissful meal.

■ Keio Plaza Hotel Information

【Hotel Information】

Company name: Keio Plaza Hotel Co., Ltd.

Address: 2-2-1 Nishi-Shinjuku, Shinjuku-Ku, Tokyo, Japan

President: Katsuyoshi Wakabayashi

Keio Plaza Hotel Opening: June 5, 1971

Business overview: International hotel and tourism, and related businesses

Corporate website: <https://www.keioplaza.com/>



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