

For Immediate Release

《 The Okura Tokyo 》
Farm-to-Table “Okura Beef”
Now available in our restaurants and bars on a monthly rotation

TOKYO, JAPAN, June 6, 2022 - Hotel Okura Tokyo Co., Ltd. has announced that The Okura Tokyo will be offering in its in-house bars and restaurants menus featuring Okura Beef, our own-brand beef raised exclusively for The Okura Tokyo. On the occasion of the opening of The Okura Tokyo in 2019, Okura Beef was introduced as a foodstuff meeting the need for high quality, safety and dependability, since which time our kitchens have been exploring recipes that best bring out the taste. The 20th of May this year marks the 60th anniversary of the founding of The Okura, and in-house bars and restaurants will take turns presenting the essence of Okura Beef, passing on the baton month by month.



Cold Chinese Noodles with Shabu-Shabu style beef toppings (¥3,000) will feature on the menu of Chinese Cuisine Toh-Ka-Lin in June.
*Service charges and consumption tax are included.

Until October 31, 2022
Monthly rotation of menus featuring Okura Beef

- <June> Chinese Cuisine Toh-Ka-Lin : Cold chinese Noodles with Shabu-Shabu style beef toppings.
- <July> Japanese Cuisine Yamazato : Sukiyaki, Shabu-Shabu, Fillet steak
- <August> All Day Dining Orchid & Main Bar Orchid Bar : A la carte menu including cutlets
- <September> French Cuisine Nouvelle Epoque : Double Consommé
- <October> Bar & Lounge Starlight : As a dinner course dish

In addition to the monthly restaurant schedule outlined above, until October three items will be available for take-out from the Delicatessen Chef's Garden ; Okura Beef Yakiniku Domburi (¥2,400), Okura Beef and Mixed Vegetable Keema Curry with Turmeric Rice (¥1,900) and Okura Beef Hamburger Steak with Mushroom Sauce (¥2,400).

*All prices include consumption tax.



◆ What is Okura Beef ?

Cows of the delicious Tajima bloodline are raised specially for The Okura Tokyo at the Matsunaga Ranch in Masuda City, Shimane Prefecture. Fattening of the cows in a rich natural environment that makes use of the food chain is carried out slowly over a period of 32 months, more than three months longer than normal Wagyu, developing more high-quality *umami* taste factors and amino acids. The usual beef distribution route consists of a two-tier system involving breeders and fatteners, but in the case of Okura Beef the process is fully integrated. The cattle are fed an eco-feed made from *Sake* lees received from the manufacturer and food residues, including fruit, noodles and tofu meal residue, fermented at the ranch.

◆ Making the most of Okura Beef

At The Okura Tokyo, we make the most of Okura Beef as a foodstuff, producing no waste; by buying the whole animal we contribute to the reduction of food loss and have achieved a full cycle that clearly links production to consumption. The whole animal is used, with no waste, shared out according to the menus of the respective restaurants. Our management of the transparent agricultural production process means that we can offer food that is safe and dependable ; everything is open to scrutiny. Using all the various techniques of Japanese, Western and Chinese cuisine, we bring you the rich variety of flavors, the fragrant aroma, the deep *umami* taste and sweetness of the lean meat that is unique to Wagyu.

Okura Beef is also introduced on the official website. : https://theokuratokyo.jp/en/letter/news/okura_beef/

About The Okura Tokyo

The Okura Tokyo is the highest-branded property of the Hotel Okura group. It reprises the former Hotel Okura Tokyo's famed traditional Japanese beauty as well as its cherished simplicity and elegance to offer a new combination of "traditional luxury – The Okura Heritage" and "contemporary luxury – The Okura Prestige." The creation of two separate properties reflects the company's strategy to evolve its room branding into two differentiated categories. A total of 508 luxury rooms are available in two buildings on the spacious central-Tokyo Okura property, about half of which- 1.3 hectares - is covered with lush gardens and greenery. The Okura Museum of Art is also located on the property.

The Okura Tokyo supports the Sustainable Development Goals (SDGs) and NIPPON FOOD SHIFT.



■For inquiries about The Okura Tokyo and this press release,
please contact The Okura Tokyo / PR
Tomoyo Honjo / Kaori Wakui / Satomi Sakaguchi
TEL : +81(3)3224-6731 E-mail : pr@tokyo.hotelokura.co.jp