

March 26, 2025

Keio Plaza Hotel Hosts the “Cherry Blossom Spring Dessert Fair,” Featuring Specially Prepared Seasonal Desserts, Cakes, Breads with the Aroma of Cherry Blossoms and the Refreshing Taste of Citrus Fruits!

A Variety of 6 Desserts including Tarts Using Large Strawberries and Cherry Blossoms, and Sweet White Bean Paste-Filled Mont Blanc

Held From March 1 (Saturday) to April 30 (Wednesday) at the Poppins (Food Boutique)



TOKYO - Keio Plaza Hotel Tokyo (KPH), one of Japan’s most prestigious international hotels located in Shinjuku, Tokyo, is hosting the “Cherry Blossom Spring Dessert Fair” at our Poppins (Food Boutique) located on the 2nd floor of our Main Tower from March 1 (Saturday) to April 30 (Wednesday), 2025. Specially prepared seasonal cakes, breads, and other desserts using seasonal ingredients including fragrant cherry blossoms, strawberries and citrus fruits will be served. A total of 6 seasonal desserts including “Tarte au Sakura et Fraises” featuring large strawberries topped with lightly salted fragrant cherry blossoms, “Sakura et Fraise Mont Blanc” and “Sakura Mignon” created by Chef Patissier Koji Honda and other gorgeous desserts featuring seasonal fresh fruits representative of “Spring in Japan.”

■ Reflecting “Spring in Japan” through Refreshing Combinations of Cherry Blossoms and Fresh Fruits



Many overseas tourists are expected to visit Japan this spring to see the “cherry blossoms,” a highly popular attraction symbolic of spring in Japan, on the back of an anticipated increase in inbound tourism expected again this year due to the weak yen and lower airfares.

And to celebrate this festive occasion, our Poppins (Food Boutique), located on the second floor of the main tower of our hotel, is hosting a “Cherry Blossom Spring Dessert Fair” for the enjoyment of both our overseas and Japanese guests visiting our hotel. We have created a variety of delicious and beautiful seasonal

desserts and baked goods using fragrant cherry blossoms and fresh fruits for our guests to experience and enjoy as a taste of “spring in Japan.”

■Introducing 5 of Our Specially Prepared Seasonal Desserts Featured in Our “Cherry Blossom Spring Dessert Fair”



Tarte au Sakura et Fraises: JPY4,000 per whole tart, JPY980 per slice

* Served until March 31 (Monday), 2025

A special tart adorned with large strawberries and topped with lightly salted fragrant cherry blossoms. These fragrant cherry blossoms are also laced inside of the white chocolate ganache cream filling, giving this tart an amazing contrast and harmony between the sweetness of the ganache cream, and hint of saltiness and aromatic fragrance of the cherry blossoms.

The strawberries are grown by Murata Farm in Hokota City, Ibaraki Prefecture. Starting with special attention being paid to preparation of the soil, each strawberry is grown with love and care to create strawberries that fill your mouth with mild sweet and sour taste and strong aromatic strawberry fragrance.



Sakura et Fraise Mont Blanc: JPY880

A uniquely Japanese dessert created by Chef Pâtissier Koji Honda, featuring a tall serving of light peach-colored white bean paste with fragrant cherry blossom cream. Also, a sweet and sour strawberry mousse and jelly are also subtly infused into the Mont Blanc, and the moist texture of the almond flavored pandogène base also adds a nutty flavor and scented accent to this dessert.



Sakura Mignon: JPY840

Like the “Sakura et Fraise Mont Blanc,” the “Sakura Mignon” is created by Chef Pâtissier Koji Honda. The highlight of this dessert is the beautiful contrast between the two colors of its mousse, and its spindle-shaped form, which has been created in the image of cherry blossom petals. The refreshing sourness of the mousse perfectly represents the essence of spring.



◆ **Chef Patissier Koji Honda Profile**

Koji Honda joined the Keio Plaza Hotel Hachioji in 1994, where he diligently pursued his studies as a pâtissier. He then worked as a chef pâtissier at Keio Plaza Hotel Tokyo and then Keio Plaza Hotel Sapporo, before returning to Keio Plaza Hotel Tokyo in June 2024, where he has been working in the field of confectioneries.

◆ Chef Patissier Koji Honda Comments

I was responsible for creating the “Sakura et Fraise Mont Blanc” and “Sakura Mignon” for this year’s “Cherry Blossom Spring Dessert Fair.” The fragrant cherry blossoms are mixed with white bean paste and white chocolate in a perfect balance to accentuate the beautiful aroma of the cherry blossoms. We also created a light pink cherry blossom color for this dessert to evoke the feeling of spring in its appearance. We hope that both our Japanese and overseas guests can enjoy the spring in Japan by taking this opportunity to visit the Keio Plaza Hotel and sampling our delectable desserts that will make them feel as if they are participating in cherry blossom viewing.



Sakura Anpan (Sweet Red Bean Bun): JPY520 for 2

“Sakura Anpan” is a sweet bread pastry that is cooked to a slightly brown color and filled with cherry blossom flavored sweet bean paste. The bread dough is made with unsweetened condensed milk to create a smooth and rich tasting bread exterior that perfectly matches the gentle sweetness of the cherry blossom flavored white bean paste filling.

Citrus Fruits & Custard Danish: JPY420

This dessert is a refreshing Danish pastry that uses citrus fruits that perfectly matches the spring season. The homemade croissant dough is baked to a crispy texture and filled with a refreshing custard cream that is accentuated by using slowly simmered orange zest. And as a finishing touch, fresh sliced oranges are layered on top of this pastry to provide a light, fresh citrus flavor.

■ “Cherry Blossom Spring Dessert Fair” Details



- Dates: March 1 (Saturday) to April 30 (Wednesday), 2025
- Venue: Keio Plaza Hotel Tokyo (2-2-1 Nishi-Shinjuku, Shinjuku-Ku, Tokyo), Poppins (Food Boutique), Main Tower 2nd Floor
- Location: A 5 minute walk from the West Exit of Shinjuku Station, and adjacent to the B1 exit of the Tochomae Station on the Toei Oedo Line subway.
- Poppins (Food Boutique):
<https://www.keioplaza.com/restaurants/poppins.html>

■ The First “Keio Plaza Hotel Cherry Blossom Viewing Plan” as Part of the “Spring Cherry Blossom Festival”

at Our Restaurants

During the same period, the Keio Plaza Hotel's restaurants, bar and lounges will hold “Spring Cherry Blossom Festival” and offer seasonal menu items that are delectable and perfect for the cherry blossom season. For the first time this year, three of our hotel's bar and lounges will offer a “Keio Plaza Hotel Cherry Blossom Viewing Plan” for the enjoyment of groups of female and younger guests. In addition to specially selected champagnes and cherry blossom cocktails as recommendations to celebrate arrival of spring, we also offer a mocktail, “Cherry Blossom Chai Tea,” for an enjoyable springtime experience. “Spring Gourmet Foods Featuring Cherry Blossoms Event” Website: <https://www.keioplaza.com/offers/sakura2025.html>



◆ Aurora (Sky Lounge), Main Tower 45th Floor

This plan includes a three-tier high hors d'oeuvre platter, two side dishes, and a selection of about 30 different drinks, including cherry blossom cocktails, offered in as free flow drinks.

Price: JPY7,500 per person (Including food, free flow drinks, service charges and taxes)

* Reservations required, * Maximum time limit of 2 hours (Last order 30 minutes before time limit) * Available for parties of 3-20 guests



◆ Cocktail & Tea Lounge, Main Tower 3rd Floor

SAKURA “Printemps” Plan

In addition to the three-course menu, guests can enjoy free flow drinks from approximately 50 different types of drinks, including cherry blossom cocktails.

Price: JPY8,000 per person (Including food, free flow drinks, service charges, and taxes)

* Reservations required, * Maximum time limit of 2.5 hours (Last order taken 30 minutes before time limit), * Available to parties of 2 to 4 guests



◆ Brilliant (Main Bar), South Tower 2nd Floor

Sweets Plan “Floraison”

This plan includes an original “SAKURA Roll Cake” fragrant cherry blossom sweet bean paste wrapped in a delicate sponge cake, and two drinks from a selection of about 20 different types of beverages, including champagne, cherry blossom cocktails, and cherry blossom mocktails (non-alcoholic beverage).

Price: JPY3,800 per person (Including Sakura Roll dessert, 2 drinks, service charges and taxes)

* Limited quantities, * Available to parties of up to 6 guests



◆ **Champagne Specially Selected by Our Hotel's Sommelier for Toasts to Celebrate the Arrival of Spring**

“Joseph Perrier Cuvée Royale Brut”

Price: JPY16,000 for a full bottle, or JPY2,600 by the glass *
Including service charges and taxes

* Available at our restaurants, and bar and lounges *Except Kyubey (Sushi) and Fumotoya (Soba Cuisine)



◆ **Sommelier Anna Kobayashi Profile**

Anna Kobayashi joined the Keio Plaza Hotel Tokyo in 2015. She gained experience working as a waitress at the Duo Fourchettes (French and Italian Cuisine Restaurant) for 6 years and obtained her certification as a “J.S.A. Sommelier” in 2020. In April 2021, Anna transferred to our Yamanami (Teppan-yaki Restaurant), where she has worked ever since. Leveraging her ability to entertain guests, she endeavors to make every effort to bring smiles to customers' faces by recommending wines and beverages that best match both her guests' tastes and the foods they have ordered.

◆ **Comments from Sommelier Anna Kobayashi**

This Champagne (Joseph Perrier Cuvée Royale Brut) has an excellent balance of aroma and taste. With its refreshing acidity and tropical fruitiness, it can be enjoyed as an aperitif or during a meal. I hope that guests will enjoy its taste that reflects the elegance of the Royale name.

■ **“Spring Cherry Blossom Festival” Overview**

Dates: March 1 (Saturday) to April 30 (Wednesday), 2025

Venue: Keio Plaza Hotel Tokyo (2-2-1 Nishi-Shinjuku, Shinjuku-Ku, Tokyo), Available at our restaurants, and bar and lounges

“Spring Cherry Blossom Festival” Website: <https://www.keioplaza.com/offers/sakura2025.html>

■ **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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