

March 24, 2025

**Always Taking on New Challenges while Respecting Tradition  
Keio Plaza Hotel Executive Chef Shinichi Sato Receives Medal  
with Yellow Ribbon by the Japanese Government**

TOKYO - Keio Plaza Hotel Tokyo (KPH), one of Japan's most prestigious international hotels located in Shinjuku, Tokyo, is proud to announce that our Managing Director and Executive Chef Shinichi Sato was awarded the "Medal with Yellow Ribbon" in the spring of 2024 by the Cabinet Office of the Japanese Government. The "Medal with Yellow Ribbon" is awarded to people who serve as role models for others in their devotion to their work, and this marks the 7<sup>th</sup> time that a member of the Keio Plaza Hotel has been bestowed with this highly prestigious award.

Shinichi Sato joined the Keio Plaza Hotel in 1981 and trained under the master in French cuisine and Honorary Executive Chef Hirochika Midorikawa in French cuisine restaurant "Ambrosia." After assuming the responsibilities of Chef Midorikawa in 2007, Sato was appointed as the Head Chef at "Ambrosia," and in 2012 he became the first Head Chef of "Duo Fourchettes" (French & Italian Cuisine). In 2013, Sato was appointed Executive Chef of the Keio Plaza Hotel Hachioji, where he created unique menu items based on his bountiful experiences at constantly challenging himself with new food ideas, while at the same time respecting the traditional flavors that have been popular since the opening of our Hotel. He was later appointed Managing Director and Executive Chef of Keio Plaza Hotel in 2021 to fulfill his important responsibility of further fortifying our Hotel's brand through his renowned menu creation skills and talent in training younger staff.

In addition, some of Sato's other activities outside of the Keio Plaza Hotel include serving as a director of the Toques Blanches Internationales and membership in various industry associations, where he is actively involved in a wide range of activities related to French cuisine, including the development of French cuisine, training of chefs, and contributing to society through his various endeavors in cuisine. In 2019, Sato received the Kanto District Transport Bureau Director General's Commendation, and in 2022 he received the Minister of Land, Infrastructure, Transport and Tourism's Commendation (for Tourism Related Achievements). Sato was also awarded the Medal with Yellow Ribbon for his contributions to the development of the French culinary world and expansion of hotel clientele based upon his extensive knowledge and skills in French cuisine.

**"The Joy of Receiving the Medal with Yellow Ribbon"**

I am deeply honored to be awarded the Medal with Yellow Ribbon.

Since joining the Keio Plaza Hotel, I have been able to realize my childhood dream of pursuing a profession in the realm of French cuisine. And I would like to express my sincere gratitude to everyone who has supported me and to everyone in the industry.

Just as in the Japanese saying "steady flow of raindrops can pierce a hole in stone", I am very happy that I have been able to diligently confront each of the challenges I have encountered during my 42 year career as a chef, which has allowed me to receive this award.

Encouraged by the various honors bestowed upon me, and in appreciation of all those who have supported me, I will continue to work even harder to train future generations of successful French chefs and to the development of food culture overall.

**● Shinichi Sato, Managing Director and Executive Chef Profile**

1981: Joined the Keio Plaza Hotel

2007: Appointed Head Chef of our French cuisine Restaurant "Ambrosia"

2013: Appointed Executive Chef of the Keio Plaza Hotel Hachioji

2019: Received Kanto District Transport Bureau Director General's Commendation, and Food Culture Award of the Research Foundation of Japan Food and Culture

2021: Appointed Managing Director and Executive Chef at the Keio Plaza Hotel

2022: Received Minister of Land, Infrastructure, Transport and Tourism's Commendation (Tourism Related Achievements), and Tokyo Governor's Award for Excellence in Cooking  
2024: Received Medal with Yellow Ribbon

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