Press Release

January 13, 2024

HOTEL THE MITSUI KYOTO Unveils Exclusive Afternoon Tea Experience with Café Kitsuné

Kyoto, Japan – <u>HOTEL THE MITSUI KYOTO</u> is thrilled to announce the first ever hotel collaboration with renowned <u>Café Kitsuné</u>, the coffee shop born out of the Paris lifestyle brand, Maison Kitsuné. This partnership brings forth a distinctly themed Afternoon Tea, available for a limited time from January 15 to March 14, 2024.

Guests at HOTEL THE MITSUI KYOTO are invited to embark on a sensory journey featuring a *charmant* menu curated for this collaboration. Those enjoying can begin with a refreshing Yame-cha tea; savor the Religieuse Matcha, a traditional French pastry infused with Japanese green tea; and sample the Dorayaki Café, a unique



sweet sandwich filled with special coffee cream. The menu also boasts savory delights, such as Kyoto pork and strawberry croissants, delivering an authentic Parisian experience.

Among the highlights are three variations of the brand's playful fox mascot – or Sablé Kitsuné – including an exclusive cheese flavor available only at HOTEL THE MITSUI KYOTO. The experience is complemented by specialty coffee sourced from a roaster in Okayama and original mocktails.

Two seatings are available at 12:00PM and 2:30PM, each lasting approximately two hours, with the following pairing options:

- Two types of freshly brewed coffee or tea drinks included (¥7,100)
- 20 drinks offered with a wider range of beverages, including Café Kitsuné's specialty coffee and original mocktails (¥7,700)



On January 15 only, the first patrons to order Afternoon Tea will receive a limited number of Café Kitsuné original products (available on a first-come, first-served basis).

Maison Kitsuné seamlessly blends fashion, music, and now, culinary artistry. This collaboration at HOTEL THE MITSUI KYOTO invites you to experience the vibrant fusion of these cultures in every bite.

To make a reservation or explore HOTEL THE MITSUI KYOTO's other afternoon tea options, visit www.hotelthemitsui.com or call +75 468 3100.

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ABOUT HOTEL THE MITSUI KYOTO:

HOTEL THE MITSUI KYOTO, recently recognized in *Condé Nast Traveler's* The Gold List of "The Best Hotels and Resorts in the World," is the first of the HOTEL THE MITSUI brand of iconic, ultra-luxury properties, designed to embody and reflect the harmony between the natural environment, the four seasons and the five senses. Located in the heart of Kyoto, adjacent to the legendary Nijo-jo Castle, a UNESCO world heritage site, the hotel is an idyllic sanctuary honoring ancient Japanese traditions and embodying the legacy and spirit of Kyoto. The hotel is built on a 250-year-old historic site that was once the home of the executive branch of the Mitsui Family, carefully designed to reflect a luxurious ambiance of refined sophistication. The first hotel in Japan to receive a Forbes Travel Guide five-star rating in the first year of operation, HOTEL THE MITSUI KYOTO is an awe-inspiring feast for the spirit and the senses and a cultural gateway to discover everything Kyoto has to offer.