

Press Release

For Immediate Release

August 5, 2024



SHIROIYA HOTEL – A New Breakfast Launch! – Experience ‘GUNMA BREAKFAST’ in a Stunning Atrium Available from Tuesday, August 13, 2024

Art Destination, Shiroiya Hotel in Maebashi, Gunma, is excited to introduce its new breakfast menu. Guests can now enjoy a freshly prepared breakfast made with local ingredients in a stunning atrium surrounded by greenery and artwork. The new menu is created by Chef Hiro Katayama of the main dining “the RESTAURANT,” which has been listed in the international gourmet guide “Gault & Millau” for three consecutive years. Chef Katayama drew inspiration from his childhood memories in Gunma and from his stage period in France to craft the new menu. The breakfast will include Japanese and Western-style dishes made with local Gunma ingredients, as well as a special menu for children. Starting from August 13, 2024, the breakfast will be available not only for hotel guests but also for non-staying visitors with prior reservations.



(Left) ©Shinya Kigure

(Right) ©Katsumasa Tanaka

“GUNMA BREAKFAST”

In the newly updated “Gunma Breakfast,” Chef Hiro Katayama, a native of Gunma, has prepared meals using abundant local ingredients to fully enjoy the blessings of Gunma’s great nature. You can savor Japanese dishes created with memories of Katayama’s childhood, Western dishes inspired by his training in France, and a children’s plate that the whole family can enjoy together. Enjoy your breakfast in a comfortable space designed by architect Sou Fujimoto, featuring a bold four-story atrium with lush greenery, artwork, and iconic interior designs.

●Venue

“the LOUNGE” 1F Shiroiya Hotel, 2-2-15 Honmachi, Maebashi, Gunma

●Hours

07:00-10:30 (L.O. 09:30)

※Reservation Required

※Non-staying visitors can reserve the breakfast.

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● Price

3,800Yen (incl. tax and service charges)

● Menu

<Japanese>

Japanese Omelette (Tamagoyaki)

Teriyaki Akagi Chicken

Seared Maitake Mushrooms

Spinach with Sesame Sauce

Shimonita Natto

Okra, Myoga, and Scallion Relish

Grilled Salmon

Pickles

Fruit Platter



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<Western>

Local Chicken Omelette

Hutte Hayashi Bacon and Sausage

Green Salad

Sautéed Salmon

Pickled Cabbage

Ratatouille with Gunma Vegetables

Marinated Cucumbers

Fruit Platter

Bread

Consommé Soup



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<Children's Plate>

Local Chicken Omelette

Hutte Hayashi Bacon and Sausage

Local Akagi Beef Hamburger Steak

Green Salad

Seasonal Soup

Pancakes

Fruit Yogurt



©Shinya Kigure

※The menu is subject to change depending on the availability of ingredients.

● Reservations

Please reserve the breakfast by calling or using the following link.

027-231-4618 (Shiroiya Hotel)

<https://www.tablecheck.com/shops/shiroiya-lounge/reserve>

*Please inform us of any allergies at the time of reservation.

*Guests staying at the hotel will be asked the preferred breakfast time upon check-in.

*Non-guests can reserve the breakfast with reservation.



●Hiro Katayama, Head Chef

Katayama was born in Gunma but launched his career at the Imperial Hotel in Tokyo. After training at prestigious restaurants in Tokyo and across France, Katayama opened his own restaurant in Gunma. He was later offered the opportunity to bring Joshu (Gunma) cuisine to a wider audience by joining the SHIROIYA HOTEL project. In preparation for his role, he worked with chef Hiroyasu Kawate at Florilège in Tokyo and other renowned restaurants in Japan and overseas.

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●Message from Hiro Katayama

Japanese cuisine is a menu of "memories" from my childhood.

Freshly cooked rice,

Miso soup that warms both the body and soul,

The omelet made by my grandmother,

Pickles passed down from my mother,

Side dishes made with plenty of local ingredients,

These are cherished memories filled with care and love.

Western cuisine is a menu of "memories" from my training days in France.

Rich, flavorful bouillon,

Sautéed and marinated fresh vegetables,

Meticulously crafted hams and sausages,

Freshly baked bread,

A simple yet elegant morning starts with the time and care we put into dishes.

We hope that SHIROIYA HOTEL will become part of your "memories."

SHIROIYA the LOUNGE

Designed by Sou Fujimoto, one of Japan's leading architects, "the LOUNGE" is a lush green space with a bold four-story atrium and spiral staircase, and brilliant light pouring in from the top lights. Like a salon in a museum, it is a place where guests can enjoy a variety of contemporary art by world-renowned artists, Steinway's automatic piano, and live performances, as well as interiors from around the world. Serving as a living room in Maebashi, the LOUNGE is suitable for various dining occasions, from solo dining to gatherings with friends and family. Open for breakfast (reservation required), lunch, and afternoon tea. From 5:00 p.m., guests can enjoy free beverages and other refreshments while viewing the changing colors of the artwork in the Art Lounge.

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SHIROIYA HOTEL (2-2-15 Honmachi, Maebashi, Gunma)

An art destination 'Shiroiya Hotel' opened in December 2020 to revitalize Maebashi City, Gunma. After the closure of the Shiroiya Ryokan (Inn), which boasted a history of over 300 years, architect Sou Fujimoto renovated and rebuilt the existing 1970s building, and the hotel has attracted attention for its collaboration with domestic and international artists and designers. The hotel has been selected as one of the National Geographic Traveler's "39 Best Hotels in the World in 2021." The main dining 'SHIROIYA the RESTAURANT' has been featured in the global restaurant guidebook Gault & Millau for three consecutive years. In March 2023, the hotel published its first book, "Shiroiya Hotel *Giving Anew.*"



<https://www.shiroiya.com/>

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For more information and high-resolution images, please contact the following e-mail address.
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