

Press Release
For Immediate Release



August 13, 2024

SHIROIYA HOTEL

Enjoy the “SHIROIYA the AFTERNOON TEA” with a delightful autumn menu by Award Winning Pâtissière Miya Emmeiji September 1 (Sun) – October 31 (Thur) at the LOUNGE

Art Destination, Shiroiya Hotel (Maebashi, Gunma) welcomes guests to savor exquisite afternoon tea at the hotel’s café-lounge ‘the LOUNGE’ with contemporary artworks and lush greenery under the stunning 4-story atrium designed by Japanese leading architect Sou Fujimoto.



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Japanese chestnuts, Japanese pears, figs, grapes, pumpkin, and all the autumnal delights are transformed into delicious and beautiful sweets by Gault et Millau Best Pâtissière of 2023, Miya Emmeiji who supervises Shiroiya’s fruit tart shop ‘the PATISSERIE.’ Shiroiya’s chef, Hiro Katayama prepares the savory with freshly baked bread from ‘the BAKERY.’ Seasonal soup and drinks are also served. The afternoon tea is available for lunch and teatime every day.

SHIROIYA the AFTERNOON TEA

■ Serving Hours

September 1 (Sun) – October 31 (Thur), 2024

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Lunch Hour: 11:30-13:30 (L.O. 13:00) / 12:00-14:00 (L.O. 13:30) 10 guests maximum/ea.
Teatime Hour: 14:30-16:30 (L.O. 16:00) / 15:00-17:00 (L.O. 16:30) 16 guests maximum/ea.
※Reservation required by 6:00 pm the day before.

■ Price

Afternoon Tea 4,800 yen/1 guest
Additional +1,000 yen for Parfait
※Alcoholic beverages are available with additional charges
※100% cancellation charge will apply if you cancel after 6:00pm the day before.

■ Venue

SHIROIYA the LOUNGE
1F SHIROIYA HOTEL, 2-2-15 Honmachi,
Maebashi, Gunma
Phone: 027-231-4618



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■ Reservation

Please make a reservation through the following link or telephone.
<https://www.tablecheck.com/shops/shiroiya-lounge/reserve>

Phone: 027-231-4618

※Please notify us if you have any food allergies.

■ Menu

Sweets x 10
Savory x 2
Soup of the Day
Drinks (Free Flow)

<Sweets>

①Choux Pomme Caramel

Crispy cookie choux filled with caramel-flavored custard and caramelized apple cubes from Gunma.

②Chestnut Cassis

Chestnut mousse with belly jelly, milk chocolate ganache, and walnut brownie. Topped with chestnuts and gold leaf.

③Mont Blanc

A petit Mont Blanc made with a light-textured bouche pastry decorated with Chantilly cream and Japanese chestnut cream.

④Baked Cheese

Shiroiya's popular Double Fromage tart is made with a fragrant sucre crust topped with baked cheese, rare cheese, and crumble.

⑤Grape Jelly

Rich jelly made with whole Kyoho grapes with a profound sweetness.

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⑥ FigTart

Made with sucre crust topped with almond and diplomat cream and fresh sweet figs.

⑦ Sabre Chocolat

Slightly sweet chocolate sabre filled with chopped almonds.

⑧ Earl Grey Macaron

Sophisticated taste with caramel ganache sandwiched between crispy macaron shells with rich Earl Gray aroma.

⑨ Scone

Crispy, buttery scones with plenty of strawberry jam.

⑩ Pumpkin Brulee

Pudding made with pumpkin paste is baked and caramelized to create an autumn-flavored brulee.



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<Optional Parfait>

※Available for separate order.

⑪ Mont Blanc Parfait with Japanese Chestnut and Pear

Layered with refreshing green tea mint jelly, diced Japanese pear, homemade herb sorbet, crumble, Chantilly cream, and richly sweet Japanese chestnut cream, garnished with Japanese pear and Shine Muscat grapes. Enjoy the exquisite autumnal flavors.

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<Savory>

⑫ Gunma Mushroom Bruschetta

Four kinds of local mushrooms are sauteed and accented with pickled red onions.

⑬ Mini Hamburger

Hamburger made with a patty of local signature Akagi beef. Small but filling.

<Soup>

⑭ Chef's special pumpkin soup that makes most of the rich, sweet flavor of pumpkin.

<Drinks>

● Ronnefeldt Tea

Earl Grey

Assam Bali Irish Breakfast

Darjeeling Summer Gold

Rooibos Cream Orange

Jasmine Gold

Fruity Chamomile

Green Dragon Long Jing Tea

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Iced Sweet Berries
Iced Jasmine Gold

- Coffee
- Raisi-Bulle Bio
- Craft Cola
- Craft Ginger Ale
- Orange Juice

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

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.*"



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

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