

Press Release

For Immediate Release

September 27, 2024



Shiroiya Hotel 4th Anniversary Gourmet Stay Michelin 2-Star “Florilege Hiroyasu Kawate at Shiroiya” Wednesday, December 11, 2024

Art Destination, Shiroiya Hotel (Maebashi, Gunma) will be celebrating its 4th anniversary by inviting the Michelin 2-Star “Florilege Hiroyasu Kawate” to collaborate with Hiro Katayama, head chef at the SHIROIYA the RESTAURANT on Wednesday, December 11, 2024. Kawate’s “Florilege” is ranked 2nd in Asia’s 50 Best Restaurants 2024. Enjoy the special culinary experience created through the master-disciple relationship with Kawate and Katayama and stay in a space surrounded by art and lush greenery.



「Florilege Hiroyasu Kawate at SHIROIYA」

As a commemorative event for the 4th anniversary of the opening of Shiroiya Hotel on Thursday, December 12th, Shiroiya Hotel Chef Hiro Katayama, who has trained under Chef Hiroyasu Kawate, will collaborate with his mentor Chef Kawate to create dishes using plenty of seasonal ingredients from Gunma, and sommelier Yoshimitsu Kojima, who also honed his skills at Florilege, will provide drink pairings. This is a unique occasion where you can enjoy the ultimate combination of local ingredients, cuisine, and drinks that can only be realized in Maebashi. The accommodation plans that allow you to bask in the afterglow of this delicious food feast are available.



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■ Date

Check-in : Wednesday, December 11, 2024

Check-out : Thursday, December 12, 2024

※Dinner : 19:00 – Wednesday, December 11, 2024

※Dinner only plan is also available.

■ Venue

Shiroiya Hotel

2-2-15 Honmachi, Maebashi, Gunma

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

■ Seats

14

※For guests aged 13 and over.

■ Accommodation Plan <December 11 with 1night and dinner> Reservation Link

◎"Florilege Hiroyasu Kawate at SHIROIYA" 1guest/room

Price: 82,900Yen/Guest (incl. drinks, tax and service charges)

[https://www.tablecheck.com/shops/shiroiya-restaurant/reserve?menu_items\[\]=654a01068c895c00d8743bc5](https://www.tablecheck.com/shops/shiroiya-restaurant/reserve?menu_items[]=654a01068c895c00d8743bc5)

◎"Florilege Hiroyasu Kawate at SHIROIYA" 2guests/room

Price 65,450Yen/Guest (Two Guests Total: 128,900Yen) (incl. drinks, tax and service charges)

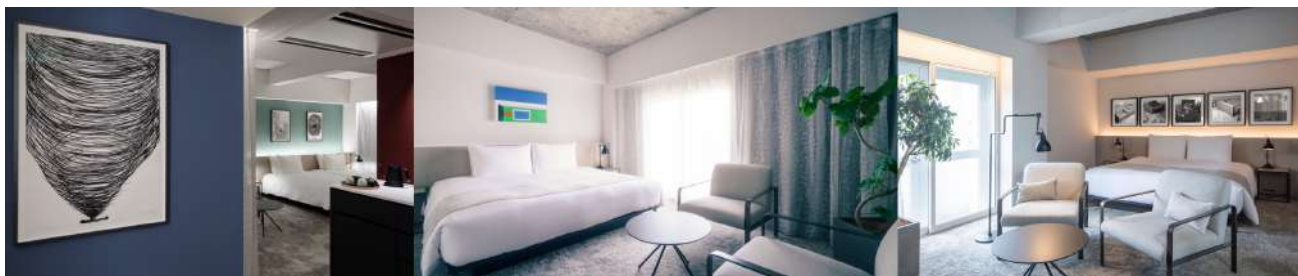
[https://www.tablecheck.com/shops/shiroiya-restaurant/reserve?menu_items\[\]=6549f5a33c0b8c0297eb52cd](https://www.tablecheck.com/shops/shiroiya-restaurant/reserve?menu_items[]=6549f5a33c0b8c0297eb52cd)

※Accommodation at Shiroiya Hotel (Deluxe Type)

※Dinner at the SHIROIYA the RESTAURANT

※Please inquire if you wish to stay in a different type of room

※Check-in : 15:00~ Check-out : ~11:00



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■ Dinner Only Reservation Link

◎"Florilege Hiroyasu Kawate at SHIROIYA" Dinner / Wednesday, December 11, 2024

Price: 44,000Yen/Guest (incl. drinks, tax and service charges)

[https://www.tablecheck.com/shops/shiroiya-restaurant/reserve?menu_items\[\]=6549f2e58c895c00d87437b7](https://www.tablecheck.com/shops/shiroiya-restaurant/reserve?menu_items[]=6549f2e58c895c00d87437b7)

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※Reservation available through the email below.
Email : therestaurant@shiroiya.com

■ Menu

10 Dishes

7 Drinks

※Please choose your drink pairing, alcoholic or non-alcoholic.

※Please notify the staff if you have a food allergy in advance.

■ Cancellation Policy

7days before 30% / the day before 50% / arrival date 100%

■ Contact

Telephone : 027-231-4618 (Shiroiya Hotel)

Email : info@shiroiya.com

Hiroyasu Kawate



Born in 1978 in Tokyo, surrounded by family chefs, cooking became an ingrained passion from an early age. Training at establishments such as Le Bourguignon in Nishi-Azabu, Jardin des Sens in Montpellier, France, and Quintessence in Shirokanedai followed. In 2009, Florilège opened in Minami-Aoyama, Tokyo, relocating to Jingumae in 2015. Recognized as 'one to watch' in Asia's 50 Best Restaurants in 2016, climbing to third place in 2018, and awarded two Michelin stars the same year. Actively participating in sustainable initiatives, engagements at culinary conferences worldwide followed, including in Turkey and Iwate. In July 2023, the second chapter of Florilège concluded at the last location, reopening and starting the third chapter in September at Azabudai Hills.

The MICHELIN Guide Tokyo 2024 ** / The World's 50 Best Restaurants 2024 #21 / Asia's 50 Best Restaurants 2024 #2

<https://www.aoyama-florilege.jp/>

Hiro Katayama



Born in 1985 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 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 spent 14 months working with chef Hiroyasu Kawate at Florilège in Tokyo and other renowned restaurants in Japan and overseas. Katayama uses local ingredients and reinterprets the traditional dishes in a French Innovative style. He oversees "the LOUNGE," "the PATISSERIE," "the BAKERY" at Shiroiya Hotel, where he creates new dining experiences and menus.

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SHIROIYA the RESTAURANT

Enjoy the flavors of local heritage ingredients at the RESTAURANT, a chic dining space with an open kitchen that blends into the hotel's atrium. The innovative restaurant has been listed in the international gastronomic guide Gault & Millau for three consecutive years. The team is led by Gunma-born chef Hiro Katayama and sommelier Yoshimitsu Kojima, who have experience at renowned restaurants in Japan and abroad, including the two-Michelin-starred Florilege. The seasonal tasting menu is a modern interpretation of "Joshu Cuisine," the traditional name for Gunma's terroir. The team works closely with local producers to bring the best of Gunma's wealth of natural ingredients to the table. Alcoholic and non-alcoholic pairing menus are carefully designed to enhance the flavors of each dish.

■ Restaurant Overview

Name : SHIROIYA the RESTAURANT

Address : 1F Shiroiya Hotel 2-2-15 Honmachi, Maebashi, Gunma

Telephone : 027-231-4618

Business Hour :

Fri•Sat•祝 the day before Holiday 17:00-19:30 / 20:00-22:30 (2rounds)

Mon-Thurs•Sun•Holiday 18:00-22:00 (Last Entry19:30)

Open throughout the Year

Seats : 14

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

INSTAGRAM : shiroiya_the_restaurant



(Left) Chef : Hiro Katayama (Right) Sommelier : Yoshimitsu Kojima ©Shoko Takayasu

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Shiroiya Hotel (2-2-15 Honmachi, Maebashi, Gunma)

ART DESTINATION

Art, architecture, and cuisine: Enjoy a stay in an immersive artwork

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."



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Image Link : <https://we.tl/t-owfMB9B7KI>

■ Shiroiya Hotel General Inquiry
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