

# THE PENINSULA

T O K Y O

**14 February 2013**

## **THE PENINSULA TOKYO INTRODUCES THE ALL-NEW PETER GRILL RESTAURANT**

Opening on 27 March 2013, Peter restaurant, located on the 24th floor of The Peninsula Tokyo will be unveiled as a new grill restaurant offering prime-cut meats, seafood, salads, home-style side dishes and more.

During the day, Peter's 180-degree view of the Imperial Palace Gardens and Hibiya Park is the perfect backdrop for a business lunch meeting or to recharge after the morning's shopping in Ginza with lunch set menus starting from JPY 4,200. On Sundays, Prime-Cut Sunday Brunch is in order, with an appetizer and dessert buffet, unlimited grilled main course menu or supplemental price meat main course, meat carving station and a glass of Dom Pérignon Brut Champagne, priced at JPY 7,500. In the evenings, the lights go down, the music kicks in and a friendly and casual dining experience awaits guests, with dinner set menus starting from JPY 9,000 and à la carte menu items from JPY 2,800.

For a more exclusive dining experience, Peter offers The Nest, a private dining room seating up to 12 people with views of the Tokyo Sky Tree, the world's tallest tower, while a semi-private dining room seating up to nine people keeps the buzz of the main dining area nearby. Casual, fun and courteous service makes Peter a friendly and welcoming place for all, including babies and children. Peter is open daily for lunch and dinner.

Adjacent to the restaurant is Peter: The Bar – the ideal place for pre- or post-dinner cocktails, where guests will find a wide selection of premium Champagnes, whiskies, signature cocktails, cigars and creative comfort cuisine.

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Designed by renowned US and Canadian architecture and design team Yabu Pushelberg, custom-made express elevators transport guests from the hotel lobby to this grill restaurant with a view. Occupying the entire 24th floor, Peter offers a main dining, a semi-private dining room, private dining room and a banquet room able to seat up to 60 guests with access to an outside terrace.

Using classic Japanese colors of “nasu” – the deep purple of eggplant – and lavender, wood and steel, Peter stretches the imagination and masterfully combines a range of diverse environments within one restaurant. Peter: The Bar features a bar counter and seating area with chrome polished trees highlighting the link with Japanese nature and the Imperial Palace Gardens and Hibiya Park below.

With Tokyo restaurants lacking in high design, the team “wanted to experiment with design, for it to be engaging and interesting with an element of surprise and illusion, so that you don’t get the entire experience right away - like a play in a theatre, which unfolds on stage” according to George Yabu and Glenn Pushelberg. The element of illusion is important - the raised stage area in the main dining area with the video screen means that everyone who walks into the restaurant is “on stage”. “We want everyone to arrive on stage without knowing it and - ultimately - to have “layers of experiences”, they add.

Guests enter the main restaurant area through a steel structure tunnel and exit onto a catwalk, leading onto the “stage”. Behind them is an interactive video wall, providing images and entertainment created by Impression X and Enex Co, based on movement and sound.

To continue the theatrical analogy, Peter has also been carefully designed with extraordinary scenery and backdrops, both by day and night. Daytime brings sweeping views of the Imperial

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Gardens and Hibiya Park, while at night unique fiberglass panels capture the cityscape lights to truly hold in the theatrical essence of the restaurant, bringing as much theater into the restaurant as the outside does. The thought-provoking and exuberant work of Yabu Pushelberg is evident throughout the restaurant, with even the avant-garde tableware including signature pieces selected by the pair.

The latest example of the The Peninsula Hotels' tradition honoring executives with an outstanding career of loyalty and service, Peter is named after Peter C. Borer, currently Chief Operating Officer of The Hongkong and Shanghai Hotels, Limited, parent company of The Peninsula Hotels. Peter Borer's career spans more than three decades with the company, from his start at The Peninsula Manila as Food & Beverage Manager through a succession of corporate and operational appointments across the group's hotels.

In the same way, Felix at The Peninsula Hong Kong honors Felix M Bieger, a 59-year veteran of The Peninsula Hotels and three times General Manager of The Peninsula, while the hotel's French restaurant – Gaddi's commemorates the work of Leo Gaddi, The Peninsula's General Manager who restored the hotel to its former glory after the Second World War.

“Whilst deeply grateful and honored at having this wonderful restaurant named after me, it is also profoundly humbling” says Borer. “My late father, Gerold Borer, was a consummate hotelier who instilled in me his heartfelt passion and the principles of his craft. I have followed those throughout my personal and professional life and, as such, I would like to dedicate Peter to my father, Gerold Borer.”

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### **About The Hongkong and Shanghai Hotels, Limited (HSH)**

Incorporated in 1866 and listed on The Stock Exchange of Hong Kong (00045), HSH is the holding company of a Group which is engaged in the ownership, development and management of prestigious hotel, commercial and residential properties in key locations in Asia, the United States and Europe, as well as the provision of transport, club management and other services. The hotel portfolio of the Group comprises The Peninsula Hotels in Hong Kong, Shanghai, Beijing, New York, Chicago, Beverly Hills, Tokyo, Bangkok, Manila and Paris (opening in 2013). The property portfolio of the Group includes The Repulse Bay Complex, The Peak Tower and The Peak Tramways, St. John's Building, The Landmark in Ho Chi Minh City, Vietnam and the Thai Country Club in Bangkok, Thailand.

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