

A NEW TOKYO BAR REINVENTS  
A GLOBAL SMASH HIT DRINK

# Super Bowl

By AUDREY FOO

Before the word "cocktail" was invented, 17TH-century trade ships spread punch around the world. Punch, now considered the forefather of modern cocktails, dominated drinking culture, appearing everywhere from seedy port taverns to lavish aristocratic parties. Its popularity soared and dipped through the ages.

Today, nine global EDITION Hotel Punch Room bars celebrate this antique drink. The first Punch Room debuted at The London EDITION in 2013. Punch Room at The Tokyo EDITION, Ginza opened in December 2023—Japan's first punch-dedicated bar.

The Punch Room Tokyo was designed by Japan's Kengo Kuma and America's Ian Schrager. The luxurious space, with

Chesterfield sofas, traditional Japanese wood fittings and electric blue seats, reflects the Ginza area's status and international character. It evokes an exclusive 19TH-century London club that's flung open its doors for today's New York nightclub set. Live DJs perform on Fridays and Saturdays.

The Wonderland menu's Japanese-inspired drinks are available by the glass or in bespoke silver punch bowls starting from two servings. Punch's key components include spirits, spices, citrus, teas, and sugar. The bestselling Yuzu & Genmai features le rum, sake, ginger, yuzu, Kyoto *genmai* (brown rice) tea and tonic. A new menu launches in July.

The classic menu offers standard cocktails, wines and spirits and food such as home-



**EDITION Hotel's Punch Room**

*The Tokyo EDITION, Ginza: 2-8-13 Ginza, Chuo-ku, Tokyo*



THE COCKTAILS HIGHLIGHT JAPANESE INGREDIENTS LIKE ROKU GIN, SUNTORY WHITE WHISKY, MATCHA GREEN TEA AND MISO.

## *Punch Room evokes an exclusive 19th-century London club*

made pork sausages on baguettes and Oscietra caviar with soy sauce, wasabi, lemon and rice crackers.

Bar manager Yasuhiro Kawakubo previously ran Tokyo's Bulgari Ginza Bar. He cites legendary Japanese bartender Tatsuro Yamazaki (who worked until he passed at 94 years old) as one of his many inspirations. "I want to be making drinks when I'm 94 years old," Kawabuko said.

With its friendly staff and personal, intimate style, the Punch Room slips seamlessly into Ginza's fabric—a place where many of the city's most esteemed bars have long made history.



THE PUNCH ROOM IS ON THE MEZZANINE FLOOR, AT THE TOP OF THE HOTEL LOBBY'S STRIKING WHITE METAL STAIRCASE.

17世紀に広まった「パンチ」は果汁とスパイス、それにアルコールを足したもので、現代のカクテルの起源とされている。その歴史あるドリンクを讀えたバー「パンチルーム」の日本初上陸店舗は、ラグジュアリーホテル 東京エディション銀座の中にある。シックで洗練され、日本の伝統も取り入れた内装は、どこか19世紀ロンドンの高級クラブを彷彿とさせる。それについて、毎年変わるコンセプトに合わせて考案されるパンチカクテルのレシピからは、日本文化のインスピレーションを感じる。現在のコンセプト

は「ワンダーランド」。パンチを通して、異なる視点から日本文化を探求する魅惑の旅へと私たちを誘う。複数名分でオーダーすると銀のパンチボウルで提供されるので、仲間たちと分け合って楽しみたい。

THE WONDERLAND MENU'S INVENTIVE COCKTAILS ARE A BLEND OF JAPANESE AND WESTERN INFLUENCES AND INGREDIENTS.

