

Restaurant L'Osier Earns Three-Star Rating in *Michelin Guide Tokyo 2008*

Shiseido's Restaurant L'Osier (7-5-5 Ginza, Chuo-ku, Tokyo) earned the top rating of three stars in *Michelin Guide Tokyo 2008* published on November 22, 2007.

About the Michelin Guide

The annual publication of the venerable Michelin Guide compiled by French tire manufacturer Michelin, based on its own undercover research, attracts attention worldwide. According to Michelin's website, the book was first published in 1900 on the occasion of the Exposition Universelle in Paris as a comprehensive guide for helping drivers find requisite gas stations, garages, hotels, restaurants and other amenities while touring. The currently used three-star rating system was introduced in the 1930s. As the first-ever Asian edition, the Tokyo version has become a hot topic of conversation.

Restaurant L'Osier received the top rating of three stars in *Michelin Guide Tokyo 2008*, indicating "exceptional cuisine, worth a special journey."

About Restaurant L'Osier

Shiseido was established in Tokyo's Ginza district in 1872 as Japan's first Western-style pharmacy. Impressed by the drugstores he saw during a visit to the United States, upon his return from the Exposition Universelle in Paris in 1900, founder Arinobu Fukuhara opened a soda fountain in the Shiseido Pharmacy in 1902 and paved the way for soda water and ice cream—novel delicacies at the time—to become a Ginza institution. By the late 1920s, the venture had evolved into the Shiseido Parlour, an eatery known as an authentic Western-style dining establishment. In this way, Shiseido sought to engender an affluent society by proposing a new value system through the culture of food.

When Shiseido launched Restaurant L'Osier inside the former Shiseido Parlour Building on Ginza Chuo Dori (Ginza Central Avenue) in 1973, the Company was intent on creating a place where patrons could enjoy world-class French cuisine. The name "L'Osier" means, "willow" in French, a reflection of Ginza's long-standing legacy of willow trees. Its first chef was the late Einosuke Takaishi, a culinary master who made a significant contribution to the development of French cuisine in Japan.

In 1986, L'Osier ushered in a new phase of authenticity as a French restaurant by welcoming

as executive chef Jacques Borie, a recipient of the MOF (Meilleur Ouvrier de France, Paris), France's highest national culinary award. After approximately a one-and-a-half-year hiatus during which the old Shiseido Parlour Building was being rebuilt, L'Osier opened anew in 1999 on Ginza's exclusive Namiki Dori (Namiki Street). Upon this occasion, the restaurant, fully refurbished from façade to interior appointments, was extolled as being "More French than France."

Having tapped chef Bruno Menard in 2005 to lead it into the future, today L'Osier is writing a shining new page in its history, carrying forward technique rooted in proud tradition and a fresh and innovative sensitivity.

A word from Bruce Menard, Executive Chef of Restaurant L'Osier

It is a tremendous honor for Restaurant L'Osier to have received a three-star rating. My culinary style was inspired by the traditional cooking methods of Auguste Escoffier and could be described as "neo-classic." Yet at the same time, the ingredients and cuisine feature a modern, novel style that suits the contemporary palate. I am confident that this style perfectly complements L'Osier's modern and elegant character as a place for fine dining. L'Osier has explored tradition and innovation since its birth in Ginza in 1973, and I will strive to ensure that the restaurant remains an original and crowd-pleasing establishment for years to come.

Reference

Name: Restaurant L'Osier
Location: 7-5-5 Ginza, Chuo-ku, Tokyo 104-8010
Website: <http://www.shiseido.co.jp/e/losier/>
Hours: Déjeuner (lunch) starting at 12:00; diner (dinner) starting at 18:00
Closed: Sundays and holidays (with exceptions)
Seating: Dining room: seating for approx. 30 guests
Private room: seating for 6 to 10 guests (available by reservation)
Courses: Lunch from ¥6,000; dinner from ¥18,000
Wines: 16,000 bottles representing some 400 varieties. Glasses from ¥2,000. Bottles from ¥5,000.
Staff: Total of 46



L'Osier main dining room

Restaurant L'Osier Director and Executive Chef Bruno Menard

Profile

1962 Born in Tours, France
1978 Trainee, Le Domaine d'Orvault, Nantes
1984 Chateau d'Artigny, Montbazon
1985 Charles Barrier, Tours
1986 La Chancelière, Montbazon
1987 Jean Bardet, Tours
1991 Le Golden, Niort
1995 First visit to Japan: Executive chef, Tatou Tokyo, Roppongi
1997 La Baie, main dining room, The Ritz-Carlton Osaka
2001 The Ritz-Carlton Buckhead, Atlanta, U.S.A. AAA Five Diamond Award¹. Mobil Five Star Award² (*Mobil Travel Guide* of 2005)
July 2005 Executive chef, Restaurant L'Osier



¹The five-diamond rating is the highest rank awarded by the American Automobile Association (AAA), a respected reviewer of hotels and restaurants.

²The five-star rating is the highest rank bestowed by the *Mobil Travel Guide*, a popular U.S. guidebook.