

# BEIGE

ALAIN DUCASSE

T O K Y O

First visiting Japan in the 1990s, Alain Ducasse was instantly fascinated with its culture and diverse localities: the work of traditional craftsmen, the modest and dignified sense of beauty, and the rich natural environment along with a variety of high-quality food ingredients grown here.

After some time, his dream of rising a true gastronomic culture in Japan encountered the esprit of CHANEL, the pursuit of eternal beauty.

“Simple and elegant.” Under this theme, BEIGE ALAIN DUCASSE TOKYO opened its doors on the top floor of the CHANEL Ginza Building on December 4, 2004.

BEIGE ALAIN DUCASSE TOKYO greets a guest with a sophistication. Architect Peter Marino, who has been involved in creating CHANEL boutiques all over the world, designed the interior using the beige tones loved by Coco Chanel as the primary color. Natural light streams into the restaurant during the day, and the twinkling lights of the Tokyo cityscape can be enjoyed after dark. The tweed pattern that is known as one of CHANEL’s icons is used as a motif for the fabrics and tableware to create a luxurious atmosphere. Incorporated as Alain Ducasse’s homage to Japan, Japanese traditional craftwork and bonsai trees add to the attraction of this comfortable space presenting a fusion of the cultures of France and Japan.

“Cooking is 60% ingredients, 35% technique, and the rest talent.”

Just as these words say, Alain Ducasse’s starting point for cooking is a respect for nature and the ingredients. He also has a policy to use as many ingredients as possible from the local area, with each ingredient used during the best season.

Having spent most of his culinary career working for Alain Ducasse, Executive Chef Kei Kojima has inherited his philosophy. He is always finding the finest ingredients produced in the various climates of Japan, where the distinct characteristics of each are presented magnificently through food as well. Further adding premium ingredients from France, he creates dishes that bring out the natural flavors of each ingredient to the fullest.

Ginza – where people meet a genuine luxury.

A sophisticated space harmonizing the cultures of France and Japan.

The Dishes reflecting the grace of nature.

This is BEIGE ALAIN DUCASSE TOKYO as Alain Ducasse presents.

## Cuisine

BEIGE ALAIN DUCASSE TOKYO always pursues the finest quality for its ingredients.

These ingredients are gathered year-round from different regions in Japan according to their best season. They include Meishan pork, the quality of which was admired by Alain Ducasse himself when he travelled to the farm where the livestock are raised, milk-fed veal delivered from a specially contracted farm in Hokkaido, seafood from the bountiful oceans surrounding Japan, and of course, the local vegetables procured by Executive Chef Kei Kojima in his visits to each farm.

In addition, the finest and most luxurious ingredients brought in from France including foie gras, Bresse chicken, and Brittany lobster create a perfect harmony with the Japanese ingredients.

Three full course meals are offered for lunch or dinner, and à la carte selections are available as well.

Lunch – Three full course selections

- 5,900 yen (weekdays only)

Amuse-bouche, choice of two dishes (appetizer and main dish), mignardise, dessert, beverage

- 9,000 yen

Amuse-bouche, choice of three dishes (appetizer, fish dish, meat dish), mignardise, dessert, beverage

- 13,000 yen

Chef's choice: Amuse-bouche, appetizer, fish dish, meat dish, mignardise, dessert, beverage

Dinner – Three full course selections

- 14,000 yen

Amuse-bouche, choice of two dishes from the à la carte selections (appetizer and main dish), mignardise, dessert

- 18,000 yen

Amuse-bouche, choice of three dishes from the à la carte selections (appetizer, fish dish, meat dish), mignardise, dessert

- 24,000 yen

Chef's choice: Amuse-bouche, two appetizers, fish dish, meat dish, mignardise, dessert

There are also six different dessert selections prepared by Head Pastry Chef Julien Kientzler available at all times. They include the Carré Chanel, Beige Alain Ducasse Tokyo's classic dessert created with the CHANEL matelassé motif, and the Baba au Rhum Monte Carlo Style, which is served in the same manner as Alain Ducasse's restaurant in Monaco, LE LOUIS XV. Desserts featuring seasonal fruits are also available.

The chocolate that is served with coffee is fashioned after an actual CHANEL button to provide a chic finale to your meal.



## **Wine**

“A wine list is a message from the soil where the wine was produced. These wines show the individuality of the winemakers as well as their history, sense, and dreams.”

These are the words of Gérard Margeon, Head Sommelier of BEIGE ALAIN DUCASSE TOKYO and ALAIN DUCASSE ENTREPRISE. Margeon has selected 600 varieties of the great and classic wines from the top wine producing regions of Burgundy, Rhone, and Bordeaux. Our wine list also includes an extensive line-up of organic wines, as well as wines from CHANEL-owned Château Canon (Saint-Emilion premier grand cru classé) and Château Rauzan Ségla (Medoc 2<sup>nd</sup> grand cru classé).

Although most of the wines on our list are French wines, Japanese wines are also available. We additionally offer the Nichiei Alain Ducasse Selection for Japanese sake, which was created by the Nakamura Shuzo brewery in Kanazawa in collaboration with Alain Ducasse.

## **Table Art**

Table art is an essential element when speaking of French gastronomy. The materials used are not bound by preconceived notions and incorporate everything from the exclusive tweed-pattered porcelain tableware and traditional ceramic, lacquer, and stone ware, to Northern European wood. The pieces personally chosen by Alain Ducasse such as the traditional Japanese craftwork and the creations of contemporary designers demonstrate the esprit of BEIGE ALAIN DUCASSE TOKYO through the fusion of French and Japanese styles and the harmony of new and old. One example of this is the bronze frog statuettes styled in a variety of poses placed at each table. Specially produced by Parisian artist Chantal Branchy, these creations were patterned after a statue found in the home of Coco Chanel and have become tiny symbols of BEIGE ALAIN DUCASSE TOKYO.

## **Events**

At BEIGE ALAIN DUCASSE TOKYO, events are held featuring the cultures of France and Japan, with food as their common thread. The *Rendez-vous* series, which has continued every year since 2008, is a place where guests are introduced to different foods, and chefs, pâtissiers, and other confectionary artisans are invited from the Japanese culinary world and from overseas to create collaborative menus with BEIGE ALAIN DUCASSE TOKYO.

As a way of thanking the food producers who provide us with wonderful ingredients, these producers were invited to our rooftop terrace, where various types of ingredients were introduced at the *Marché d'Alain Ducasse* held in 2009 and 2010.

The *Homage* event series, which features a collaboration between the Japanese performing arts admired by Alain Ducasse and French cuisine, reminds us of the coexistence of tradition and innovation in performing arts such as Kabuki and Kyogen and the culinary world. These events are a message from Alain Ducasse that suggest the possibilities of cuisine and the relationships between people and food.

## **Restaurant Information**

BEIGE ALAIN DUCASSE TOKYO

### Address

CHANEL Ginza Building 10F, Ginza 3-5-3, Chuo-ku, Tokyo 104-0061

Tel: 03-5159-5500 Fax: 03-5159-5501

Email: [info@beige.co.jp](mailto:info@beige.co.jp)

URL: [www.beige-tokyo.com](http://www.beige-tokyo.com)

### Hours

Lunch 11:30-16:30 (Latest time to order: 14:30)

Dinner 18:00-23:30 (Latest time to order: 20:30)

Closed Monday, Tuesday, summer holidays, and year end/new year holidays.

### Seating

Dining room: 80 seats

Lounge: 14 seats

(All non-smoking)

### Access

Three-minute walk from Tokyo Metro Ginza Station (Exit A13).

Five-minute walk from JR Yurakucho Station.

## **LE JARDIN DE TWEED (rooftop terrace)**

CHANEL Ginza Building's rooftop terrace opened in June 2007. As the name suggests, the terrace is like a "garden of tweed," with various types of shrubs and trees cut in a tweed-like pattern. Featuring tables and chairs designed by Peter Marino, this area can be used for a light meal, for tea time, or for enjoying a before- or after-dinner drink.

### Dates open

March 20th (or the next open day if this day falls on our regular holiday) to the end of October

### Hours

12:00-23:30 (Latest time to order: 20:30 for food, 21:30 for drinks)

Closed Monday and Tuesday.

Closed during inclement weather and on special event days.

### Seating

Tables: 32 seats Sofas: 10 seats

Reservations not accepted.

## Staff

### General Manager: Laurent Chevalier

Born in 1973 Paris. Laurent started his career in Paris and was Assistant General Manager at the sister restaurant of La Tour d'Argent before moving to New York in 2000 where he worked for established French Chefs such as François Payard and Daniel Boulud as General Manager. He was then offered a position of Operations Manager for the MARC group where he supervised its four restaurants in the US including A Voce restaurants in Manhattan. After 14 years in the US, his fascination and appreciation for Japanese culture leads him to join Alain Ducasse Entreprise in Japan as General Manager of Beige Alain Ducasse Tokyo in July 2014.

### Executive Chef: Kei Kojima

Born in Tokyo in 1964 and raised in Kamakura. Starting on the path of culinary arts at 18, he moved to France in 1988. There, he trained at Michel Guérard, Alain Chapel, and Pierre Gagnaire, and later worked for more than ten years with Alain Ducasse's right-hand man Franck Cerutti at LE LOUIS XV in Monaco. After spending three years as the sous-chef, he returned to Japan, subsequently being appointed executive chef at Bistrot Benoit in 2008. Kojima assumed his current position in April 2010.

### Head Pastry Chef: Sylvain Constans

Born in Draguignan, Cote d'Azur. After training of cuisine, Sylvain choose his future course in the field of pastry. He worked in London for 4 years, in particular at the hotel of The Dorchester. After returning to France, he worked for Chef Yannick Alleno at Hotel Cheval Blanc Courchevel and Grand Hyatt Cannes Hotel Martinez, then he continued to collaborate with Chef Alleno in Taiwan before joining Alain Ducasse Entreprise. Since August 2015, the Pastry Chef of Beige Alain Ducasse Tokyo.

### Head Sommelier: Nobuhide Otsuka

Born in Kanagawa, Japan in 1980. After graduating from Tsuji Culinary School, Château de l'Eclair in France, he returned to Japan. After working as a cook, he later turned to guest services, joining BEIGE ALAIN DUCASSE TOKYO as the maître d'hôtel in 2005. Receiving instruction from ALAIN DUCASSE ENTREPRISE's Head Sommelier Gérard Margeon, he is committed to choosing wines that set off the food and allow you to feel the distinctive features of the different grapes.

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