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FOR IMMEDIATE RELEASE

New Book, [The Japanese Art of the Cocktail](#), Presented by Hanna Lee Communications, an Award-Winning PR Agency, to Go on Sale June 1, 2021; Published by Houghton Mifflin Harcourt

First Book by Co-Authors Katana Kitten's Masahiro Urushido and Agency's Michael Anstendig Is Part Memoir, Part Drinking Guide and Part Recipe Book

NEW YORK, April 28, 2021—[Hanna Lee Communications](http://HannaLeeCommunications.com) (HLC), an award-winning public relations agency specialized in hospitality and travel, today announces its first new book, *The Japanese Art of the Cocktail*, which will be published by Houghton Mifflin Harcourt on June 1, 2021 (www.hannaleecommunications.com/book-media).

Co-authored by the agency's first book authors, Masahiro Urushido and Michael Anstendig, *The Japanese Art of the Cocktail* is part memoir, part drinking guide and part recipe book. Urushido shares his first-person perspective on his rise in the world of bartending, first in Tokyo, then in New York City, where his career culminates in the opening of Katana Kitten, one of the world's most prominent and acclaimed cocktail bars. The Japanese-American bar debuted at #14 on The World's 50 Best Bars list and earned the "Best New American Cocktail Bar" Spirited Award at Tales of the Cocktail, one of the drinks industry's highest accolades.

A gentle guide, *The Japanese Art of the Cocktail* introduces readers to the historical and philosophical underpinnings of Japan's approach to mixing drinks, its rarefied techniques and its essential alcoholic beverages, like sake, shochu and Japanese whisky. Urushido shares more than 90 recipes of his own, along with those from Japanese and American bartenders who espouse this style of libations. Accompanied by Eric Medsker's spectacular photography, it will be available at independent bookstores, [Amazon](http://Amazon.com) and [Barnes & Noble](http://BarnesandNoble.com).

Co-author Anstendig is Editor in Chief at Hanna Lee Communications and a contributor to David Wondrich's upcoming book, *The Oxford Companion to Spirits and Cocktails*. He is also a freelance journalist, whose work has appeared in the *New York Times*, *The New York Observer*, *The New York Daily News*, *Time Out New York* and *Nation's Restaurant News*. In addition, Anstendig has reviewed more than 200 restaurants for www.nymag.com.

Starting with the *The Japanese Art of the Cocktail*, Hanna Lee Communications is breaking new ground in the food & beverage sphere by building its clients' cutting-edge, lifestyle brands through long-form storytelling. This author-centric, marketing-forward undertaking represents an exciting new approach to book publishing. The agency uniquely identifies inspiring authors and compelling subjects to bring biographical hospitality books to life. To create maximum visibility and ensure success, the agency provides PR and digital marketing services that are built into every phase of the process.

"*The Japanese Art of the Cocktail* book project is an example of our agency's innovation series that furthers brand building, where we take our clients to the next level," says Hanna Lee, President and Founder, Hanna Lee Communications, Inc. "It has been wonderful to work with the talented team at Houghton Mifflin Harcourt. We chose to partner with them because we previously publicized two of their successful cocktail books written by our client, The Dead Rabbit."

"I'm so grateful for this opportunity to share my life's story in this book, which is my humble offering to the mixology and bartending world," said Urushido. "It was a pleasure to collaborate with Michael as a writer and Hanna as the prime mover behind this project. I hope to inspire the next generation of bartenders to embrace our profession of sharing and caring, and to communicate my home country's unique contributions to the art of the cocktail."

"It was very inspiring to spend time with Masahiro and delightful to tell his singular and moving story," says Anstendig. "As a long-time fan of Japanese food, drinks and culture, it was a dream to work on this project with someone who is one of its best exemplars. I majored in East Asian Studies in college and traveled to Japan on several occasions, so this book deeply resonates with me."

A Sampling of Recipes That Catapulted Katana Kitten to the Pantheon of Drinking

- ***Toki Highball*** - Urushido reveals the art and science behind this foundational highball that is enthusiastically sipped across Japan and now the U.S.
- ***Yuzu Spritz*** - A crushable refreshing quaff made with *umeshu*, a fragrant Japanese plum liqueur, brightened with *yuzu*, Japan's legendary citrus fruit
- ***Bright 'N' Sunny*** - A *Dark 'n' Stormy* variation with butterfly pea flower that lends an unforgettable blue hue to this gingery libation
- ***Melon-Lime Soda*** - An elevated take on the vodka-soda enhanced with lime and *sudachi*, a Japanese citrus with a zesty tang, along with Midori, the emerald-colored, muskmelon liqueur popularized in the Disco Era
- ***Hinoki Martini*** - Urushido's reimagining of the *Saketini* that salutes Japan's traditional sake service, served in a square wooden cup known as a *masu* and crowned with a spray of cypress essence
- ***Meguroni*** - A *Negroni* reinterpreted through a Japanese lens that takes its name from Tokyo's Meguro neighborhood, famed for the prime viewing of its much-anticipated cherry blossoms
- ***Calpico Swizzle*** - An exuberant cocktail that pays homage to Calpico, Japan's yogurt-like soft drink, here ennobled with gin, blue curaçao liqueur and sparkling wine
- ***Rubyfruit*** - Urushido's take on the frozen *Margarita* that reaches new heights thanks to a tutti-fruity cordial and gorgeous port wine float
- ***Hair of the Cat*** - A seductive pairing of an ice cold lager and a shot of Cat Bran, a housemade concoction that salutes a tippie at one of Tokyo's most historic bars

Mouthwatering Dishes from Katana Kitten’s Kitchen

- ***Mortadella Katsu Sando*** - An ode to the *Hamu Katsu*, Japan’s *panko*-crusted ham steak, this version reimagines it with decadent *mortadella*, slathered in Dijon mustard and *Tonkatsu Sauce*
- ***Fujimi Crispy Chicken*** - Urushido reveals his beloved grandma’s recipe for her craveable fried chicken skewers, served with a delectable *Sweet-and-Sour Scallion Sauce*.
- ***The Teriyaki Burger*** - A love letter to a leading U.S. chain’s wildly popular, locally customized burger in Japan, here with lettuce, tomato, pickled pineapple and a rich *House Teriyaki Sauce*.

About Hanna Lee Communications, Inc.

[Hanna Lee Communications, Inc.](https://www.hannaleecommunications.com) is an award-winning PR and marketing agency specialized in hospitality, travel, bars, restaurants, spirits and luxury lifestyle. The agency only represents products and companies that it believes in and which have a vision of changing the world.

This outlook drives its well-acknowledged excellence that has been recognized with more than 100 national and international awards and accolades, including “Marketer of the Year,” “Best Branding,” “Best Media Relations,” “PR Innovator of the Year” and “Best Social Media Campaign.” The agency’s Digital Studio Division complements its PR campaigns through social media, photography and videography.

Ongoing marketing-forward initiatives by the agency to support the hospitality community include HLC Book Incubator Media that helps bring books on hospitality and travel to life. Its first book, “The Japanese Art of the Cocktail,” co-authored by the agency’s Editor in Chief Michael Anstendig and Katana Kitten’s Masahiro Urushido, is debuting in June 2021. Other initiatives include the agency’s podcast, “Hospitality Forward,” which has listeners in 60 countries and is part of the New York Institute of Technology’s curriculum in the U.S. and Canada. The agency is pioneering the adoption of Clubhouse through its “Meet the Press” and “Meet the Newsmakers” rooms. Its Inspiring Women series features more than 300 influential leaders in the hospitality industry and their words of wisdom, and its HLC Global Bartender Scholarship will enable 17 bartenders to travel to industry conferences around the world.

The agency’s proven PR expertise in beverage alcohol spans Bourbon and rye whiskey, single malt Scotch whisky, Irish whiskey, brandy, Cognac, pisco, applejack, tequila, mezcal, vodka, gin, rum, cachaça, shochu, amaros, liqueurs, as well as beer, wine, vermouth and sake. The agency also has a track record in travel and hospitality promotion for destinations, accommodations, restaurants and bars worldwide.

For more information, visit www.hannaleecommunications.com and follow us on [Instagram](https://www.instagram.com/hannaleepr) and [Twitter](https://twitter.com/hannaleepr) at @hannaleepr, “like” us on Facebook at www.facebook.com/HannaLeeCommunications, and on Clubhouse at Hanna Lee Communications.

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