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**FOR IMMEDIATE RELEASE**

**Hanna Lee Communications (HLC), an Award-Winning PR Agency,  
Unveils Its First Book, *The Japanese Art of the Cocktail*;  
June 1, 2021 Publishing Date by Houghton Mifflin Harcourt**

*Agency Subsidiary, HLC Book Media, Builds Client Brands Through  
Long-Form Storytelling to Help Build Their Visibility on a Global Level*

**NEW YORK, April 15, 2021**—[Hanna Lee Communications](http://HannaLeeCommunications.com) (HLC), an award-winning public relations agency specialized in hospitality and travel, today announces the June 1, 2021 publishing date of its first book, *The Japanese Art of the Cocktail*. Co-authored by Masahiro Urushido and Michael Anstendig, the book was initiated by HLC Book Media, the agency’s innovative subsidiary, and is being published by Houghton Mifflin Harcourt. With more than 90 recipes from Urushido, as well as Japanese and American bartenders who espouse this style of libations, it includes spectacular photography by Eric Medsker.

HLC Book Media is breaking new ground in the food and beverage sphere by building its clients’ cutting-edge, lifestyle brands through long-form storytelling. 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. This author-centric, marketing-forward undertaking represents an exciting new approach to book publishing.

*The Japanese Art of the Cocktail* will be published in the runup to the rescheduled Tokyo Summer Olympics. Urushido is co-owner of Katana Kitten, his Japanese-American bar that debuted at #14 on The World’s 50 Best Bars list and later earned “Best New American Cocktail Bar” at 2019 Tales of the Cocktail.

Part memoir, part drinking guide, part recipe book, *The Japanese Art of the Cocktail* takes readers on an epic epicurean journey. Urushido shares his first-person perspective on his rise in the world of bartending, first in Tokyo, then in New York City, culminating in the opening of Katana Kitten, the Japanese-American bar that forever changed how the Big Apple drinks.

A gentle guide, Urushido introduces readers to historical and philosophical underpinnings of Japan's approach to mixing drinks and its essential spirits, like sake, shochu and Japanese whisky. For those traveling to Japan and armchair travelers alike, Urushido sheds light on the various styles of Japanese bars and their incredible imbibing offerings and demystifies some of Japan's revered bartending techniques.

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

"We are proud to celebrate Masahiro Urushido and Michael Anstendig as our agency's first co-authors," says Hanna Lee, President and Founder, Hanna Lee Communications, Inc. "We have been fans of Masahiro for many years and got to work with him as a client when we helped launch Katana Kitten. Masahiro's moving bartending journey inspired us to tell his unique story. Michael visited Japan multiple times and has long been passionate about its food and beverage culture. It was really exciting to see them collaborate and create something meaningful and lasting. It has been a delight to partner with Houghton Mifflin Harcourt, which we chose based on our multi-year working relationship and our agency's publicizing two of their successful cocktail books, *The Dead Rabbit Drinks Manual* and *The Dead Rabbit Mixology & Mayhem*."

### **A Sampling of Recipes That Catapulted Kitten Kitten to 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 with lime, enhanced with lime and *sudachi*, a Japanese citrus with a zesty tang, along with Midori, the emerald-colored, muskmelon liqueur of 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 tree 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 a 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.
- ***Lermayer*** - An homage to John Lermayer, the Miami bartending legend, it is a monumental marriage of tequila and Champagne.

## **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.](#) 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 who 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. The agency’s first book, “The Japanese Art of the Cocktail” co-authored by Katana Kitten’s Masahiro Urushido. Other initiatives include the agency’s podcast, “Hospitality Forward,” which has listeners in 60 countries and is part of the curriculum of the New York Institute of Technology in the U.S. and Canada. The agency’s 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.

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