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**Hanna Lee Communications’  
Ascot Awards Submission for  
Hanna Lee Communications’ HLC Book Media’s First Book,  
“The Japanese Art of the Cocktail”**

Coverage Book: <https://share.coveragebook.com/b/c8e3aa9f996a856b>

**Situation:**

**An Agency Innovates with New Book Publishing Division to Promote Its Clients**

As part of its Innovation Series, the agency launched HLC Book Media, a wholly-owned subsidiary, as part of HLC Innovation 15, an ongoing initiative to pioneer new ways of brand building and storytelling. The agency identifies potential authors among its clients, as well as compelling subjects, to bring new hospitality and lifestyle books to life that build its clients’ brands. Promotional efforts—including PR and digital marketing—are built into every phase of the publishing process to create maximum visibility and ensure success.

The agency’s first book is “The Japanese Art of the Cocktail,” co-authored by Michael Anstendig, its Editor in Chief, and bar star Masahiro Urushido of Katana Kitten. It was published by Houghton Mifflin Harcourt on June 1, 2021

(<https://www.hmhbooks.com/shop/books/The-Japanese-Art-of-the-Cocktail/9780358361831>).

Urushido leads Katana Kitten in New York City. The bar recently ranked #14 and “Best New Opening” on The World’s 50 Best Bars list and earned “Best New American Cocktail Bar” at 2019 Tales of the Cocktail. It has become one of the city’s most visited drinks destinations. In addition to serving as the agency’s Editor in Chief, Anstendig is a freelance writer who covers food and drink. His work has appeared in the *New York Times*, *The New York Observer*, *The Daily News*, *Time Out New York* and *Nation’s Restaurant News*. Anstendig has reviewed more than 200 restaurants for [www.nymag.com](http://www.nymag.com) and cocktail books for [www.TalesOfTheCocktail.org](http://www.TalesOfTheCocktail.org). He is also a contributor to David Wondrich’s *Oxford Companion to Spirits and Cocktails* and taught writing at New York University for more than a decade.

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 the historical and philosophical underpinnings of Japan's approach to mixing drinks and its essential alcoholic beverages, 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 most revered bartending techniques.

The agency's pre-publication efforts were highly effective in building anticipation for the book, once it was published, we kicked into high gear.

**Strategies:**

- Leverage media relations to create buzz around the publication of "The Japanese Art of the Cocktail" upon it being published

**Objectives:**

- Maximize the success of "The Japanese Art of the Cocktail"
- Position "The Japanese Art of the Cocktail" as one of the most compelling books in the cocktail world in 2021
- Reinforce the positioning of Hanna Lee Communications as an innovative PR agency that is transforming brand building through multimedia, long-form storytelling

**Execution:**

- The agency is undertaking a comprehensive media relations campaign that builds excitement around "The Japanese Art of the Cocktail"

**Results:**

- Thanks in part to our media relations campaign, "The Japanese Art of the Cocktail" was crowned a "Best Book of 2021" by Barnes & Noble and an Amazon Editor's Pick 2021
- Since publication, our coverage has expanded and has reached \$1.64 billion readers in 67 placements that include:
  - New York Times
  - Wall Street Journal
  - MarketWatch
  - NBC-TV's Today.com
  - Hamptons
  - Town & Country
  - Robb Report
  - Barleycorn Drinks
  - PUNCH
  - COOL HUNTING
  - Architectural Digest
  - Maxim

- Gotham
- Food52
- Forbes
- Gastronomer Lifestyle
- VinePair
- Opera News
- “Cooking Issues” Podcast
- “Cocktails Distilled” Podcast
- “Bartender at Large” Podcast
- InsideHook
- Bar Business Magazine
- The Portugal News
- The Spirits Business
- Liquor.com
- The Awesomer
- Imbibe Magazine
- Book Riot
- This is in addition to pre-publication coverage that included:
  - Esquire
  - Forbes
  - Liquor.com
- Positioned “The Japanese Art of the Cocktail” as a must-read cocktail book of 2021
- Underscored Masahiro Urushido as a visionary bartender and Michael Anstendig as a new author in the drinks writing space
- Positioned Hanna Lee Communications as a “next generation” PR agency that is using multimedia, including books, to push the envelope of brand building and storytelling for its clients

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