

KENZO ESTATE



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KENZO ESTATE ANNOUNCES A NEW TOUR & TASTING AVAILABLE APRIL 2024

Kenzo Estate Wine + Kenzo Napa Bento: An Elevated Experience

After years of clamor from fans of Kenzo Estate wines and Kenzo and Natsuko Tsujimoto's MICHELIN Star restaurant, Kenzo Napa, a completely unique Napa Valley wine tasting experience is taking shape.

Now Available by Popular Demand, visitors to the mountaintop winery can pair their Kenzo Estate wine tasting with the delectable Japanese tradition, the Bento Box, specially prepared by Kenzo Napa. Here, guests will blend Japanese culinary elegance, Kenzo's exceptional wines, and Napa Valley's natural beauty. The Kenzo Estate Bento tasting experience reflects traditional Japanese favorites and the artistry of kaiseki dining to deliver an incomparable authentic modern wine experience. This pairing of fine wine and gourmet food encapsulates the essence of Napa's luxurious offerings, providing an unforgettable gastronomic journey, available exclusively at the estate.

Owners Kenzo and Natsuko Tsujimoto are seasoned restaurateurs with five stunning Kenzo Estate restaurants and wine tasting rooms in their native Japan. They spent years bringing their vision and signature concept to life in Kenzo Napa, with the menu philosophy centered around *shun*, the idea of enjoying seasonal food at its peak.

Natsuko Tsujimoto states: “For years we have considered offering Kenzo Napa cuisine at the Napa Valley mountaintop tasting room. However, with such fresh and uniquely sourced ingredients, it required extensive preparation and the logistics in re-creating Kenzo Napa’s exceptional standards proved a challenge.

“We now have two teams in place that are willing to go the extra mile to make it happen. Even though it is only offered two days each week, we’re so pleased with the end result. Our hope is that as many guests as possible will relish it. Now, Kenzo wine fans have an exciting new reason to return to the Estate in tasting the wines alongside authentic, fresh Japanese flavors – and will be happy to make space in their Napa itinerary for another evening at Kenzo Napa for the exquisite service and experience.”

Reservations are required. The two-hour experience runs \$235.00, plus tax, and is available Wednesdays and Thursdays, with a maximum booking of 10 guests per day. Featuring a variety of seasonal dishes, this exclusive experience offers no substitutions or modifications.

MICHELIN Star Kenzo Napa Bento Boxes: The History

The first debut of the Kenzo Bento Box occurred in 2020, when pandemic restrictions created a need for exceptional take-away experiences. In response, Kenzo Napa Chef Kenji Miyaishi developed the superb to-go Bento Box and plate menu, serving traditional and exquisitely sourced dishes, alongside the genius Kenzo Estate wines half-bottles, which provided perfect portions for those dining at home, enjoying multiple courses.

Since the Bentos began, guests to the 3800-acre Kenzo Estate begged for their delivery to the winery, to be enjoyed next to a tasting. Demands on staff and precious ingredients flown in from Japan post-pandemic meant that the Bentos could not be sustainable while maintaining one-star MICHELIN service and cuisine at Kenzo Napa, in downtown Napa.

Finally, with great care and diligence, a way has been found, and the Kenzo Napa Bento experience will be delivered to Kenzo Estate on limited days of the week.

Kenzo Estate

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Kenzo Napa

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ABOUT Kenzo & Natsuko Tsujimoto, owners of Kenzo Estate and Kenzo Napa

A native of Nara, Japan, **KENZO TSUJIMOTO** founded Capcom in 1983, now one of the world's most successful video game publishers headquartered in Osaka, Japan. Within a few years, Capcom had achieved international success through development of original games such as "Street Fighter," "Resident Evil" and "Mega Man," some of which have been adapted into motion pictures. In 1985, Capcom opened its first overseas subsidiary in Sunnyvale, CA, which has since moved to San Francisco. Under Kenzo's leadership, Capcom has created some of the world's best-known and highest-selling video games while making significant contributions to its local community and industry associations. Kenzo is currently the CEO of both Capcom and Kenzo Estate's ventures in the U.S. and Japan.

In 1990, Kenzo acquired 3,800 acres of undeveloped land in the southeastern mountains of Napa Valley. He had first become enchanted with Napa Valley after the historic 1976 Judgment of Paris, which launched Napa wines onto the world stage. Setting out with the objective of creating world-class wines of distinction, artistry and tradition, Kenzo retained some of Napa Valley's most prominent advisors to assist with planning and development of the winery. Kenzo's unwavering passion and vision brought his dream of establishing Kenzo Estate to fruition. Already seasoned restaurateurs with five Kenzo Estate dining establishments in Japan, Kenzo and his wife, Natsuko, then opened the doors to Kenzo Napa in 2016, their signature U.S. location dedicated to showcasing the true beauty of authentic Japanese cuisine in a small intimate space in downtown Napa.

NATSUKO TSUJIMOTO is the wife of Kenzo Estate Founder and Owner, Kenzo Tsujimoto. She couples as his business partner, assuming the role of Kenzo Estate President and Chief Operating Officer, as well as the Producer and Designer of Kenzo Napa.

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Since 2010, Natsuko has played a key role in opening five Kenzo Estate restaurants in her native Japan, sharing an elegant style which weaves a traditional Japanese aesthetic with sophisticated, modern sensibility. In 2016, Natsuko and Kenzo opened the doors to Kenzo Napa, their signature dining establishment sharing upscale, authentic Japanese cuisine in the heart of the Napa Valley. At Kenzo Napa, Natsuko has procured every element of the restaurant's décor, including the selection of wood, stone and tile imported from Japan, to the arrangement of dishware, exquisite lighting, custom shoji screens and the sushi counter.

At both Kenzo Estate in the Napa Valley, and in Japan, Natsuko helps drive the marketing and hospitality efforts and oversees creative branding such as the winery's distinctive Japanese-influenced wine names and labels.

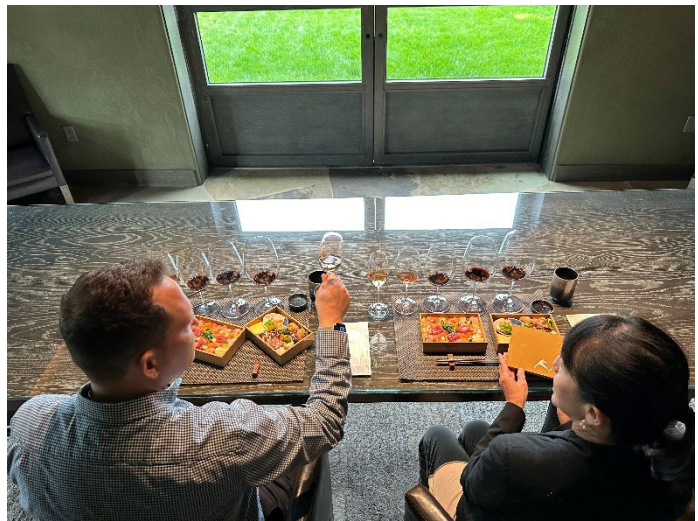
Natsuko and Kenzo share their passion and commitment to excellence in their work. A renowned couple in their native Japan, they also share a love of food, wine and travel.



Kenzo Estate Tour & Tasting Bento Box Experience



The authentic lacquer box has two levels, containing Michelin Star Kenzo Napa prepared Japanese delicacies.



The full flight of Kenzo Estate wines is enjoyed with the Kenzo Napa kaiseki delicacies, in the Bakken-designed tasting room or al fresco among the vineyards on the shady flagstone patio.

ABOVE: While exquisitely fresh sushi and sashimi are part of the Kenzo Bento, a multitude of traditional Japanese delights are expertly prepared for a kaiseki-style culinary journey that will enliven the senses and awaken new passions.