

## MEDIA RELEASE

### SETSU NISEKO CRAFTED TO BE A DESTINATION UNTO ITSELF - READY TO WELCOME ITS FIRST GUESTS IN THE SUMMER 2022

- Six culinary partners including two Michelin-starred chefs set to breathe new life to the epicurean landscape in Niseko
- Home to one of the largest wellness facilities in Grand Hirafu, the heart of the popular ski resort
- Dedicated concierge service that takes the rein to help curate personalised journeys for cherished holiday moments at Setsu Niseko

**(NISEKO, 9 December 2021)** Setsu Niseko, one of the largest new luxury hotels under development in Niseko, located in Hokkaido, the northernmost prefecture of Japan with spectacular views of Mount Yotei, often known as the Mount Fuji of Hokkaido, today revealed that they will be ready to welcome guests from the summer 2022. The hotel which is expected to set new benchmarks in Niseko for its design and luxury lifestyle experience will be managed by Niseko Management Service, a real estate management company that represents Niseko.

Conveniently located in the main resort of Grand Hirafu, *Setsu Niseko* will be the newest and largest full-service hotel in the Niseko area, bringing new energy to the main street. Managed as condominium hotel residences, apartments within Setsu Niseko are available for investment and come with full professional management and leasing services. Touted as the Aspen of the East, Niseko's legendary reputation for its exceptional powder snow and consistent heavy snowfall is set to become a favourite destination for holidaymakers. Beyond the beauty of Niseko, guests can expect customised experiences at *Setsu Niseko*, with holidays curated by a dedicated concierge team to fit the needs of guests whether they are traveling as a group, couple or solo.

Mr. Simon Cheong, Founder and Chairman of SC Global Developments, the luxury developer behind the project, said: "*Setsu Niseko* has all the important fundamentals of a great ski resort – our vision is to recreate the timeless luxury and romance of the classic 'après-ski' alpine experience. Together

**Setsu Niseko**

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with our stellar collection of partners, *Setsu Niseko* will deliver a warm and personable hospitality experience that truly embraces Japanese culture. *Setsu Niseko* offers the best of both worlds, providing a cherished home for holidays and a prime investment opportunity for those who seek asset diversification.”

With an extensive range of services and facilities, *Setsu Niseko* is crafted to be a destination in itself. From adrenaline-packed adventures to off-the-grid retreats, festive pop-up events and exploring culinary frontiers, *Setsu Niseko* aims to capture the authentic experience of community and celebration. Hotel Manager, Ms. Michiko Tamoto said “Taking cue from its beautiful location, our team is focused on creating meaningful experiences to surprise and delight our guests from around the world. Whatever the season, *Setsu Niseko* will offer an uplifting and memorable holiday experience for everyone.”

### ***A Hub of Culinary Experiences***

The laudable cast of culinary partners at *Setsu Niseko* will create one of the widest selections of dining venues in any Niseko resort, offering a myriad of gastronomic pleasures. The six distinct Setsu dining experiences will showcase Michelin star mastery and culinary traditions, whilst championing the ‘farm to table’ wholesome flavours of Hokkaido’s seasonal produce.

***Meli Melo Yuki No Koe*** is a new culinary collaboration led by Hokkaido native and Michelin-starred Chef Hironori Sato, together with Masaya Ishii from Sapporo-based roasterie *Baristart Coffee*. Guests can feast on an array of perfectly executed Japanese and Western comfort foods, from an à la carte menu or a carefully curated seasonal menu. Chef Sato’s culinary philosophy places three core elements at the heart of every dish; the ingredients, the aromas and the land. Set in a convivial, large open plan dining space accompanying a central bar, the warm oak wood interiors with stone accents create a homely yet airy contemporary Japanese feel that sits in perfect harmony with dramatic views of Mount Yotei afforded by the floor-to-ceiling glass windows along the restaurant’s façade.

***AFURI Ramen***, Tokyo’s famed ramen joint will bring its famous noodles direct to Hokkaido, using the same techniques employed in the central kitchen at the foot of Afuri mountain. Noodles are meticulously crafted every day, a meditative and spell-binding process that can be witnessed in the open kitchen concept, set against the spectacular views of Mount Yotei. With outposts in Los Angeles,

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Hong Kong and Lisbon, *AFURI* is making waves with its stylish décor, good vibes playlist and freshly-made noodles served in a delicate broth with hints of refreshing yuzu citrus.

***Tempura Araki***, an intimate restaurant helmed by Michelin star Chef Yoshiyuki Araki invites guests to experience the Japanese tradition of omakase dining with exceptional tempura. Chef Araki's passion for capturing Hokkaido's beauty in crisp, light bites of tempura highlights the unbeatable freshness of the market's daily ingredients. A key feature is the splendid wooden counter, where guests will be treated to an exquisite experience as the Chef skilfully prepares meals to perfection right in front of their eyes.

***Sushi Kato***, spearheaded by highly respected seafood veteran Toshiaki Kato, a third generation of Kato Seafood, presents the ultimate ocean-to-table Japanese kaiseki cuisine. With over 50 years' experience and an impeccable reputation for his crab markets and restaurants in Sapporo, *Sushi Kato* takes diners on a gastronomic journey that is second to none. The restaurant is centred around a traditional sushi counter, their twelve-seater private dining room offers an intimate space for group gatherings. *Bar Kato* could be the perfect spot to start or end the evening with its delectable nibbles and its extensive selection of drinks.

***Luke's Oyster Bar & Chop House*** is an inspired dining concept that fuses classic European eateries of yesteryear with the cooking styles of America's east coast. Boston raised Owner and Chef Travis Masiero celebrates old school favourites with a fresh and contemporary twist. Expanding the classic "chop house" concept based on a specialisation of prime steaks and chops, Masiero will showcase the fresh seafood offerings from Hokkaido's coast, alongside hand-picked produce from the world's finest ranchers and farmers who share his commitment to sustainably-sourced produce. Like his critically acclaimed Singapore-based restaurant of the same name, the *Setsu Niseko* outpost will bring new interpretations to 'American perennial classics'. In true chophouse fashion, dining at the restaurant will be accompanied by a unique assemblage of the world's finest wines from personally selected artisan winemakers to perfectly complement the flavours of the food.

***Park 90 Niseko***, a bespoke lounge bar for wine lovers, experts and early explorers alike offers an extensive selection of wines specially curated from a network of partners, negociants and chateaux around the world. From old world to new world, *Park 90's* sommeliers will be on hand to guide guests

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through an unforgettable journey of wine discovery. A welcoming sojourn at the end of the day, *Park 90 Niseko* will also offer a select menu of gourmet bites, whilst a premium range of sake, Hokkaido crafted beers and Japanese whiskies complement its notable wine collection.

### ***The Sanctuary of Wellness***

*Setsu Niseko* houses one of the largest wellness facilities in the heart of Niseko, where guests can expect to experience true wellness within thoughtfully-designed spaces. Spanning over 750 sqm, the Spa and Wellness Centre is designed to induce calm and well-being around a series of large indoor and outdoor hot spring baths, paying homage to one of Japan's oldest traditions of onsen bathing.

Bringing together some of the most sought-after practitioners in spa therapies, the Setsu experience takes a holistic approach blending nature inspired Japanese therapies with modern wellness treatments, for complete mind and body rejuvenation. The centre also features five treatment rooms including a couples room, four private onsen rooms, an onsen lounge, sauna facilities, cold dipping pool, gymnasium, yoga studio, children's play room and a range of wellness programmes inspired by the beauty and essence of Niseko's changing seasons.

### ***Bespoke Adventures***

Lauded as Asia's No.1 powder paradise in winter and a sanctuary of rejuvenation in the warmer months, Niseko offers an abundance of activities beyond winter sports. From mountain hikes and local farm tours, to cultural insights and inspirations, the Setsu experience is able to tailor something special for everyone in every season.

The resort hosts an onsite ski boutique managed by leading ski specialists *Rhythm Japan*, providing a one-stop shop for ski and boarding needs, with a premium range of equipment for sale and hire as well as the latest ski fashion to ensure guests hit the slopes in style. *Rhythm Japan's* highly trained technicians are also on hand to offer waxing, tuning, mounting and repair services. Their ski concierge have in-depth knowledge of the mountains, and are known for sharing tips on their favourite runs, whilst dedicated private lockers enabled by each guests' room key ensure a hassle free experience. During green season, the team expand their expertise to include bike rental and other outdoor activities for adventure-filled days.

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### ***An Impeccable Personal Journey***

Niseko Management Service, one of Niseko's most trusted and experienced property management companies, will manage the hotel in collaboration with Seven Palms Resorts, renowned estate management arm of SC Global Developments.

***Reservations for Setsu Niseko will open this winter with the hotel pre-opening in summer 2022.***

-The End-

For more information on hotel reservations and investment opportunities,

please visit [www.setsuniseko.com](http://www.setsuniseko.com)

For images, please click [here](#) to download.

### **About Niseko**

Frequently referred to as 'Japan's Powder Paradise', Niseko consistently claims the most snowfall of any major resort worldwide with an average snowfall of between 14-15 metres each season and benefits from an unusually long season running from December through to early May. In 2017, Niseko enjoyed one of its best seasons with close to 18 metres of snow. Whilst Niseko has always been known as a popular winter destination, visitor arrivals have shown that Niseko has become increasingly popular in summer months. With the onset of international luxury developments like Setsu Niseko and improved accessibility from the new Shinkansen service between Tokyo and Hokkaido, the destination is quickly transforming into a mainstream year-round holiday destination.

### **About SC Global Developments Pte Ltd**

SC Global Developments is a leading developer of up-market residences of rare and exquisite design quality, with an emphasis on craftsmanship, refinement and a contemporary definition of the premium lifestyle. The Group embraces a philosophy of delivering the promise of "The Ultimate Living" experience with all its projects introducing original living concepts, service standards and architectural treatment to its various properties. Completed developments include the iconic architectural landmark *Sculptura Ardmore*, Singapore's only beachfront development *Seven Palms*, *Sentosa Cove*, the unparalleled luxury of *The Marq on Paterson Hill*, fittingly described as "Mansions

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in the Sky", *Hilltops*, the botanical resort-themed residential haven overlooking Orchard Road, and *Martin No.38*, conceptualised on the appeal of trendy warehouse lofts.

In 2018, the Group launched their new '*Petit Collectibles*' collection designed for those seeking stylish pied-à-terre apartments within prime city locations. The first '*Petit Collectible*', *Petit Jervois* is located in the distinguished Bishopsgate enclave and is expected to receive 'TOP' in January 2022, whilst *Cuscaden Reserve* is projected to complete at the end of 2022.

SC Global has long been reputed for creating the finest residential developments. To safeguard this legacy, it created its own real estate management arm 'Seven Palms Resorts' which has managed over 650 luxury apartments within its portfolio, thus ensuring that the same dedicated care and attention is continued through in the professional management of each and every property under the responsibility of the Group.

The development of '*Setsu Niseko*' is aligned with the Group's geographical diversification and strategy to participate in the growing tourism market in Japan, through the acquisition of prime real estate in destinations around the region. SC Global also holds a substantial interest of over 53% in ASX-listed AVJennings Limited, which is one of Australia's leading residential property development companies.

More information can be found on the company's website at [www.scglobal.com.sg](http://www.scglobal.com.sg)

#### **About Niseko Management Service**

[Niseko Management Service](#) (NMS) was established in 2006 in response to the growing number of property developments in Niseko. NMS has grown its property and rental management offerings to include a full suite of services including building maintenance, reservations management, marketing, account management, owners association, and development consulting. NMS operates a retail brand called Vacation Niseko, managing an extensive and varied portfolio of over 300 units within the Niseko area. Over the years, this brand has become one of Niseko's most experienced and reputable brands and serves as a driver for both direct and agent bookings into NMS's portfolio of properties.

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