

NEWS RELEASE

July 7, 2026

[HIRAKUZA GINZA] Experience the “Coolest” Yet “Hottest” Japanese Culture in Ginza!

Summer Event “Ginza de Dosukoi! Cool Down! 2026” Launches July 7

～ Tanabata Experiences, Limited-Edition Summer Sake Cocktails, and Sumo Uchiwa Fans.

Hanshin Contents Link Corporation (Headquarters: Fukushima-ku, Osaka; President: Susumu Shimizu), which operates the inbound-focused Sumo entertainment show restaurant “THE SUMO LIVE RESTAURANT HIRAKUZA GINZA TOKYO,” will host its summer event “Ginza de Dosukoi! Cool Down! 2026” from Tuesday, July 7 to Tuesday, August 18.



The event features a variety of seasonal experiences, including a Tanabata (Star Festival) activity, limited-edition summer Sake cocktails, and a drink stamp rally. In addition, guests holding performance tickets who participate in the post-show commemorative photo session will receive an original Sumo Uchiwa fan (available in limited quantities).

Under the concept “Experience the Coolest Yet Hottest Japanese Culture in Ginza!,” the event offers a comfortable way to enjoy Japan’s increasingly intense summer while delivering an exciting and powerful experience through the thrill of Sumo. Further details are provided on the following pages.

■ Event Details

1. “Make a Wish!”: Tanabata Tanzaku Experience (Open to all guests)

Experience Japan’s traditional Tanabata festival by writing wishes on Tanzaku paper strips and hanging them on bamboo. This hands-on activity offers an intuitive way to enjoy a seasonal Japanese tradition. A bamboo display will be set up in the facility’s elevator hall, and all visitors are welcome to participate.

2. “Refresh Your Senses!”: Limited-Time Summer Drink Menu (Open to all guests)

A selection of visually refreshing, limited-time summer drinks will be available. Guests can order these beverages at the adjacent sake bar “Nada’s Sake THE Bar,” as well as during sumo show performances. Cool on the palate yet stirring to the spirit, enjoy a unique contrast found only here.



Sake Highball
(Sake & Ginger Ale)



Orange Breeze
(Sake, Orange Juice & Tonic Water)



Ozeki Frozzee Piña Colada
(Sake, Coconut Milk & Pineapple)



MIO Frozen Sparkling Sake

3. “Collect & Enjoy!”: Interactive Drink Stamp Rally (Open to all guests)

Join our fun and engaging drink stamp rally. Each group will receive one stamp card upon arrival. One stamp is awarded per drink ordered, and guests who collect three stamps will receive an exclusive souvenir. Multiple types of souvenirs are available, allowing guests to participate as many times as they like. Guests visiting only the Sake bar are also welcome to join.

- How to participate: Receive a stamp card from staff upon arrival and order a drink.
A stamp will be given each time a drink is served.

4. Original Sumo Uchiwa Fan Giveaway (For show ticket holders)

Guests holding performance tickets who participate in the post-show commemorative photo session will receive an original Sumo-themed Uchiwa fan. Quantities are limited, so early participation is recommended.



■ Background: Intensifying Summer Heat in Japan

In recent years, Japan's summers have grown increasingly severe due to rising temperatures and humidity. According to 2025 data from the Japan Meteorological Agency, Tokyo recorded average monthly high temperatures of 32–34°C in July and August, with approximately 90 days per year exceeding 30°C. As a result, new approaches to summer tourism are becoming essential.

In response, our facility leverages its indoor Sumo-and-dining experience as a “cool refuge,” providing a safe and comfortable environment while delivering a uniquely “hot yet cool” Japanese cultural experience.

■ The Calendar Concept: From Modern to Traditional Tanabata

The event runs from July 7 (modern Tanabata) to August 18, the day before the traditional lunar-calendar Tanabata (August 19, 2026, as designated by the National Astronomical Observatory of Japan). By spanning this period—from the modern seasonal marker to its historical counterpart—the event offers a continuous summer experience. Reflecting the Edo period's use of the lunar calendar, it expands the facility's concept “Edo Spirit – Sumo & Culture Experience –,” to encompass not only Sumo, cuisine, and Sake, but also Japan's cultural perception of time.

■ About THE SUMO LIVE RESTAURANT HIRAKUZA GINZA TOKYO



Opened in Ginza in January 2026, this Sumo entertainment show restaurant caters to international tourists under the concept “EDO Spirit - Sumo & Culture Experience.” It brings Sumo, authentic Japanese cuisine, and Sake together under one roof. The 2-hour experience is fully hosted in English and pairs fine dining with high-energy Sumo performances. Utilizing state-of-the-art sound, lighting, and visuals, the show ensures that even first-time visitors can easily engage with Japanese culture.

■ Facility Details

- Name: THE SUMO LIVE RESTAURANT HIRAKUZA GINZA TOKYO
- Address: B1F Prime Ginza Yanagi-dori Building, 1-9-13 Ginza, Chuo-ku, Tokyo
- Showtimes: 17:00 – 19:00 (2nd show: 20:30 – 22:30 on select dates)
- Ticket Prices (*tax, Kaiseki-style meal, and Sumo show included*):
 - VIP Ringside Seats: ¥27,000 (Adults & Children)
 - Premium Seats: ¥21,000 (Adults) / ¥12,000 (Children)
 - Standard Seats: ¥17,000 (Adults) / ¥9,500 (Children)

**Child rates apply to ages 3–12. *A service fee of ¥700 per ticket applies.*

**The 17:00 show does not include drinks; the 20:30 show includes one complimentary drink.*
- Additional Facilities: “Nada's Sake THE Bar” and an on-site souvenir shop.
- Official Website: <https://hirakuza.net/tokyo/>



Company Name	HANSHIN CONTENTS LINK CORPORATION
Headquarters	Hanshin Noda Center Building 10F, 1-1-31 Ebie, Fukushima-ku, Osaka City, Japan
Capital fund	¥230 million (100% investment by Hanshin Electric Railway Co., Ltd., a part of Hankyu Hanshin Toho Group)
Business Description	Contents industry, music business, advertising media sales, signage production Our company will utilize the expertise of entertainment show business cultivated through operations.