

'Kinochaya' to open in Niigata Store (LoveLa Bandai)

Kinokuniya Company Ltd (Chairman and President Masashi Takai) will open our third Japanese Tea café, 'Kinochaya', within our Niigata Store on the sixth floor of LoveLa Bandai (Niigata) on Friday 3 March 2017.

It will become the third 'Kinochaya' following the opening of the first in Shinjuku Main Store in December 2015, and the second in our Otemachi Store in January 2017.

'Kinochaya Niigata' is furnished with 40 seats where customers can relax while enjoying Japanese tea.

As an authentic 'Book and Japanese Tea Café', we provide an urban oasis that welcomes those shopping in LoveLa Bandai, locals in the neighbourhood as well as our bookshop customers.

We proudly serve seven types of sencha, a hojicha and two types of matcha, all selected from high-quality tea produced in Japan. We also offer a range of desserts including matcha ice cream, a tea-master concoction and a number one favourite at the Shinjuku and Otemachi stores, as well as new menu items such as tokoroten (flavoured gelidium jelly noodle), seasonal gelato and anmitsu (agar jelly cubes with sweet azuki bean paste).

In addition, we have created a new space for children on the shop floor. It will be a spot for families to relax and enjoy browsing while selecting books for their little ones.

It has been 42 years since Kinokuniya Niigata Store opened and 10 years since the store moved to its current location. We aspire to continually evolve as a bookshop that always satisfies our customers in the Niigata neighbourhood.

Kinochaya Niigata

Opens: Friday 3 March 2017

Location: 6th Floor, LoveLa Bandai, 1-5-1 Bandai, Chuo-ku, Niigata

Opening hours: 10:00 – 20:00

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