



News release

June 7, 2021
Asahi Shuzo Co., Ltd.

【DASSAI Instrumentality Project】

Misato's room is to be completely reproduced in
Dassai Store Ginza for a limited time!

エヴァンゲリオン × 獺祭 獺祭補完計画

EVANGELION × DASSAI
2021.6.7 >> 2021.7.31

The producer of "Dassai" sake, Asahi Shuzo Co, Ltd. will be entirely recreating the famous dining room of the EVANGELION character, Misato Katsuragi, known for her love for Dassai.

This set reproduction will take place from June 7, 2021 (starting at 11:00 am) to July 31, 2021, in Dassai's flagship store in Ginza, Tokyo.

EVANGELION is a series of animated films very popular worldwide, and the series latest film, *EVANGELION:3.0+1.0*, is currently a great success, still available in theaters in Japan.

【Contact】

Asahi Shuzo Co., Ltd.

〒742-0422 2167-4 Shutomachi Osogoe, Iwakuni City, Yamaguchi

瀬祭

A unique reproduction

As you enter the store, you could see graphic panels evoking the various displays reminding sceneries of EVANGELION throughout the store. In the main booth, at the back of the store, there will be a reproduction of Misato's dining room with bottles of Dassai placed around.

The label design of the bottles that appear in the film are slightly different from the ones on the current market, but for this time, we have made bottles specially to reproduce the scene in the film in detail. (the bottles are empty).

In addition, with the cooperation of Sapporo Breweries Ltd. and UCC Ueshima Coffee Co, Ltd. the designs of EBISU beer and UCC *café au lait* cans were made again, based on the original film.



Of course, anyone will be able to sit at the table and take pictures as Misato Katsuragi.

A human-sized EVA-01 will also be installed at the store entrance, bringing to the fans of the series a long-awaited collaboration.



Façade Image



The façade facing the street will also be decorated with the official Evangelion font.

[Contact]

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獺祭

**Dassai Store's entrance door has been designed as an "A.T. Field".
Enjoy the detailed reproduction of EVANGELION's world.**



About EVANGELION

"EVANGELION" is an internationally praised animated series that depicts 14-year-olds boys and girls who have become pilots of giant humanoid weapons called "EVANGELION", fighting a battle against mysterious enemies called "Angels."



As fans of all generations were able to connect with the unique characters of the series, the latest film, " *EVANGELION:3.0+1.0* " was released in Japan on March 8, 2021 and has already been a huge success, grossing over 8.5 billion yen (\$80 million USD).

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EVANGELION × DASSAI

【DASSAI Instrumentality Project】

- **Place:** Dassai Ginza Store
- **Address:** 5-10-2 Ginza 1F, Chuo-ku, Tokyo
- **Contact:** 03-6274-6420
- **Date:** June 7, 2021 (Mon) to July 31, 2021 (Sat)
- **Open Hours :** 11AM to 6PM
- **Access :** Numbered tickets will be distributed at the entrance

For more information on the different preventive measures against the COVID during this event, please consult the following site

<https://www.asahishuzo.ne.jp/eva/> (Japanese language only)

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