

Japan's luxury beer ROCOCO Tokyo WHITE available in Taiwan

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ROCOCO Tokyo WHITE, Japan's First Luxury Beer, has officially launched in Taiwan. This second international launch marks an exciting milestone for the brand following its launch in Singapore in 2022. ROCOCO is now available at more than 15 of the 44 restaurants in Taiwan that were awarded Michelin stars in the 2023 Michelin Guide. ROCOCO is proud to share that it has already been receiving positive feedback from customers in Taiwan.

Since its original launch in Japan in 2018, ROCOCO has consistently received enthusiastic support from leading chefs and sommeliers. Within a year of its launch, ROCOCO was served at over 100 Michelin-starred restaurants in Japan. The ROCOCO recipe was designed to complement, rather than overpower, the subtle flavours of fine cuisine. Chefs and sommeliers describe ROCOCO as a one-of-a-kind beer that possesses a non-bitter and delicate taste. Its silky, luxurious texture, fruity aroma and sharp finish have also made ROCOCO popular among people who don't typically drink beer.

Yohay Wakabayashi, CEO of Maison ROCOCO, shared his excitement about the Taiwan launch: "Since our launch in 2018 it has been my dream to share our Japanese luxury beer concept around the world. I am very proud to know that ROCOCO has met the standards of leading chefs and sommeliers, as well as fine dining lovers in Taiwan and Singapore."