

SORANO HOTEL

Press

June 11, 2021

**LGBTQ+ Pride Month, a worldwide celebration of sexual diversity
Presenting Pride Ice, the SORANO HOTEL's seasonal shaved ice to help raise awareness**



In accordance with LGBTQ+ Pride Month held to raise awareness of sexual diversity, the SORANO HOTEL [Tachikawa, Tokyo; Tachihi Hospitality Management Co., Ltd.; Hiroyuki Sakamoto, Director & COO] offers Pride Ice – fun and colorful original shaved ice with LGBTQ+ theme color motifs – at the SORANO ROOFTOP BAR from June 14 (Monday) to August 31 (Tuesday) in order to increase familiarity with the pride movement.

The Sorano Hotel's Pride Ice are colored with authentic fruit sauces that represent the rainbow flag color of LGBTQ+ as well as pride flag colors of each sexuality, including pink, purple, green, and red and are splendidly decorated with toppings. Two items will be offered until the end of August, while three items will be alternated every three weeks starting on June 14.

■Pride Ice (shaved ice)

Over the Rainbow

Period: June 14 to August 31, 2021

Price: 2,200 yen



The symbolic rainbow colors of LGBTQ+ are expressed with six types of fruit sauces – raspberry, apricot, mango lemon, kiwi, Blue Hawaii, and blue lei. Delicious fruit sauces top this fun, colorful shaved ice. [The rainbow color is said to have roots in Judy Garland's famous song *Over the Rainbow*, which was greatly supported by the LGBTQ community in the U.S. in the 1960s.]

Be Yourself

Period: June 14 to August 31, 2021

Price: 2,500 yen



The symbolic GENDERQUEER colors of green and purple are used for this shaved ice named "Be Yourself" in hopes of a world where all people can live with integrity. Enjoy the Japanese flavors with the matcha and purple sweet potato sauce.

SORANO HOTEL

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Pinky Dream

Period: June 14 to July 4, 2021

Price: 2,200 yen



The pink triangle was used as a badge of shame and sexual profiling in the sad history of humankind. It was adopted as the symbol of the LGBT pride and rights movement in the 1970s. Topped with milk peach syrup and adorned with marshmallows and rice flour dumplings, this adorable shaved ice expresses happiness filled with a bright future.

Trans Pride

Period: July 5 to July 31, 2021

Price: 2,200 yen



The transgender flag colors of pink, white, and light blue are expressed with milk strawberry, condensed milk, and Blue Hawaii. The light blue and pink represent men and women, and the white represents neutral gender.

Very Berry Love

Period: August 1 to August 31, 2021

Price: 2,200 yen



Mixed berries, raspberry, and strawberry sauce are mixed with condensed milk to create various shades of pink and red for this shaved ice for berry lovers. This shaved ice is a tribute to the Lipstick Lesbian flag.

Pride Ice is available during café hours from 2:00 p.m. to 5:00 p.m. (except on regular holidays on Wednesdays) at the SORANO ROOFTOP BAR.

Bookings & Inquiries: 050-3503-9379 (9:00 a.m. to 7:00 p.m.)

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Top floor SORANO ROOFTOP BAR



View of the greenery from the bar and Infinity Pool



Hotel main lobby



Infinity Pool

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*The photographs seen in this release can be downloaded from below.

<https://xgf.nu/no1K>

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