

Delicious and Sustainable W · E Bread

In Japan it is considered natural to cut off crusts when making traditional sandwiches to ensure complete softness and a neat appearance.

In response to current food wastage concerns, Imperial Hotel Tokyo in the fall of 2022 developed a new type of bread with a thin, white crust, which, owing to its softness, is not discarded.

Yu Sugimoto, the 14th Executive Chef of this hotel, who actively contributes to solving social issues, spent some six months leading colleagues in the development of this new bread.



Not only has this group managed to maintain the delicious flavor and quality of our sandwiches but also contributed to sustainability by reducing by some 2.5 tons the current yearly amount of bread crust wastage.

We have named this bread “W · E Bread”. “W” means White, and “E” means Edge crust of Bread. Also, W&E together, as in ‘we’ specifies the group of culinary staff members who cooperated in the successful outcome of this venture.

Keeping the World Delicious

Our ongoing challenge is to deliciously change society, in other words, “make social contributions through the use of food”. We have developed W · E Bread, in the belief that making a change to one of this hotel's representative menu items is meaningful.

I think it is important to create something new and environmentally friendly without diminishing the flavor of our traditional sandwiches. We hope our customers will enjoy this innovative new product.

Executive Chef
Yu Sugimoto

