

# One Night in Toki-0: An Immersive Cultural Experience Bringing Tokyo to Delhi

Category: Business

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Delhi witnessed a cultural moment like no other as Toki™ Suntory, from the iconic portfolio of The House of Suntory, brought to life One Night in Toki-0-an immersive Japanese experience that reimagined Tokyos creative pulse. Set at The Dhan Mill, the evening was a bold invitation into the world of Toki™, unfolding as a vivid Tokyo-inspired dreamscape where “Old meets New Japan.”



**Toki™ hosted One Night in Toki-0 at Dhan Mill, Delhi – celebrating Old Meets New and reimagining Japan with Toki™ from the House of Suntory**

Guests stepped into a living, breathing story of Japanese culture, with streets that pulsed with modern flair and corners that echoed with nostalgic charm. From the very first moment, the experience reflected the essence of Toki™-a blend of tradition and modernity, a playful yet timeless spirit. Every touchpoint was thoughtfully crafted to echo this ethos, transforming the venue into a cultural haven.

At the heart of this unforgettable evening was Toki™ itself-a Japanese blend shaped by the legacy of Yamazaki, Hakushu, and Chita. It brought guests not just flavour, but a story, one that celebrates Japan's heritage while embracing its future-forward energy. For both seasoned connoisseurs and curious newcomers, Toki™ became the storyteller, the connector, the soul of the night.

**Rohini Menezes, Portfolio Manager (House of Suntory), Suntory**

**Global Spirits in India**, captured the spirit of the event, she said, – *“One Night in Toki-0 was a vibrant showcase of Toki™’s spirit- playful, timeless and deeply rooted in Japanese culture. It is an immersive experience, where we venture on a journey through Japan in all its contemporary glory, interwoven with some classic old-world charm. Japanese-inspired food to cocktail pop-ups, One Night in Toki-0 will transport you to a version of Japan where the old meets new. This experience brought together partners who reimagined tradition across music, fashion, design, cuisine, and cocktails. From Vinyl Collective’s soundscape to fashion installations, every element was chosen to create a layered, sensorial experience. The evening offered a rare glimpse into the legacy, proud heritage and innovative spirit that define the House of Suntory.”*

Blending culture, craft, and creativity, One Night in Toki-0 offered a multisensory journey into Japanese artistry, reimagined by the House of Suntory. The evening opened with vinyl takeovers by Genre, Pagal Record Store and Digging in India, known for their deep musical archives and curation. Live sets by Film, KSC, Gauri, Thegreybox and Pavnii brought an eclectic energy, blending global influences with homegrown artistry to reflect Toki™’s spirit of old meeting new.

Visual installations by ManVsType and Studio Medium transformed the space with bold type-led storytelling and immersive lighting. Fashion showcases by Stylo Label and Studio Medium captured contemporary Japanese aesthetics through clean lines and cultural expression. Long Finish served up Izakaya-style bites with modern twists, while cocktails by Genre offered a playful take on Japanese flavours. Guests also co-created with The Art Curry’s live illustration studio, making the night not just an experience, but something personal and memorable. Each partner brought their own creative language, making the evening a true reflection of Toki™’s world.

## **About Toki™ Suntory**

Toki™, meaning ‘**time**,’ is a concept that is deeply-woven into the Japanese way of life – a concept rich in meaning the world over, yet especially in Japan, where regard for convention and re-evaluation starts an amazing inventive vitality. The House of Suntory’s fourth Chief Blender Shinji Fukuyo was inspired to create a blend that is both groundbreaking and timeless, leading him to take a fresh approach with Toki™. By bringing the grain component of the blend from the Chita distillery, where the heavy-type grain spirit is distilled only twice on column stills and is vanilla-rich with a sweet undertone in its unblended state. Shinji-san sourced the malt component from the Hakushu distillery, which produces light, fruity malt similar to many Speyside distilleries. The unique pairing of Hakushu American White Oak Cask malt spirit with Chita heavy-type grain spirit overturns the traditional hierarchy between malt and grain. These seemingly dissimilar but deeply accordant spirits, together with select Yamazaki malts for additional depth and complexity give rise to the exquisite, silky taste, distinctive character and bold innovation of the blended Toki™ Suntory. This year, Toki™ Suntory has been awarded Gold in the Tasting Awards – Japanese spirits category at the International Spirits Challenge 2024. This esteemed recognition reaffirms Toki™’s status as a distinguished blend in its category, marking yet another significant milestone among the more than 20 international awards it has received.

## **About House of Suntory**

Since 1923, Suntory has been renowned as the founding house of the Japanese Spirit. Founder Shinjiro Torii built Japan’s first malt distillery in Yamazaki, and the Suntory legacy continued with Torii’s son and Suntory’s second Master Blender, Keizo Saji, who continued to establish distilleries, including the Hakushu Distillery.

As the generations of Suntory’s master blenders carry on, Suntory remains committed to heritage and innovation. The

House of Suntory is proud to confirm that all exported Suntory Japanese Spirit products are 100% distilled, matured, and bottled in Japan and compliant with the new production and labelling standards set by the Japan Spirits & Liqueurs Makers Association (JSLMA). The House of Suntory has been named Distiller of the Year four times at the International Spirits Challenge in London, UK (2010, 2012, 2013, 2014), with Chief Blender Shinji Fukuyo being named Master Blender of the Year for the first time ever and Yamazaki 12-Year-Old being recognized as the Supreme Champion Spirit in 2024. Suntory Spirits are subtle, refined, and complex. The portfolio includes Yamazaki, Hakushu, Chita, Kakubin, Hibiki, Suntory Toki™ and Ao. The House of Suntory portfolio also offers Roku™ and Haku™. Created from Japanese ingredients by the master artisans at The House of Suntory, Roku™ and Haku™ represent the nature and spirit of Japan. In 2023, Suntory celebrated one hundred years of spirit innovation-a major milestone not only for the brands history, but for Japanese spirits culture as a whole. To mark this anniversary, The House of Suntory rolled out its centennial campaign throughout 2023.

For more information, please visit:  
[www.suntoryglobalspirits.com](http://www.suntoryglobalspirits.com)

