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Renowned Iron Chef Morimoto Returns to NYC with Long-Term Lease on Ground Floor of Midtown South Office Building

New York, NY – (February 11, 2025) – Koeppel Rosen LLC, leasing and management agent for the Rosen family portfolio, and stewards for a number of historic Manhattan office properties, today announced a 17,642 square-foot, 20-year lease with acclaimed Iron Chef Masaharu Morimoto and Montclair Hospitality Group for a new restaurant located at 1255 Broadway within the 1261 Broadway office building in New York City.

The new Morimoto restaurant marks the return of the globally renowned chef and his celebrated contemporary Japanese cuisine to New York City. The high-end restaurant concept will occupy the entire ground floor space at 1261 Broadway.



“We are incredibly excited to help bring Chef Morimoto’s world-class fine dining back to Manhattan with his new restaurant at 1261 Broadway,” notes Max Koeppel, Director of Leasing, Koeppel Rosen LLC. “The space offered everything Chef was looking for as he makes his return to New York City and securing a new long-term lease agreement with one of the world’s culinary legends is validation of both the exceptional quality of the building as well as its ideal Midtown location.”

"I am excited to announce this new venture and bring a new dining experience to New York City," said Chef Masaharu Morimoto. "The restaurant's location has inspired me to craft a concept that will surprise and delight our guests. I can't wait to share more about this project as we get closer to opening."

“We’re thrilled to be working with Iron Chef Masaharu Morimoto to bring his newest concepts to life. Montclair Hospitality Group launched Mori Mori Handroll Bar together with Chef Morimoto at Time Out Market in DUMBO this past December and we will be opening the doors to the first MM by Morimoto restaurant in Montclair, NJ this Spring. Now, we can't wait to break ground in NYC with our biggest concept to date," said Montclair Hospitality Group Founder and Chief Business Officer Luck Sarabhayavanija.

Built in 1909, 1261 Broadway is an 11-story office building situated in Manhattan's bustling Midtown South neighborhood, featuring an abundance of new hotels and residential properties nearby. The historic property is going through a comprehensive renovation that includes upgrades to the lobby, elevators, common areas and restrooms. The well-located building also offers 24/7 building access and sits near a variety of mass transit lines including proximity to Penn Station.



1261 Broadway boasts an impressive roster of office tenants, including DBI Projects, DBI Construction Consultants and Abrams Media. Morimoto was represented by Amy Zhen and Steven Soutendijk of Cushman & Wakefield in this transaction. Ownership was represented inhouse by Max Koeppel.

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About Koeppel Rosen

A prominent presence for generations in the New York City real estate market, the Koeppel and Rosen families have combined their decades of experience into a partnership that provides well-located, meticulously managed, and competitively priced properties to tenants seeking office space in Manhattan.

About Morimoto

Chef Masaharu Morimoto — known to millions as the star of Iron Chef and Iron Chef America and now executive producer and head judge for Roku's Sushi Master — has garnered critical and popular acclaim for his seamless integration of Western and Japanese ingredients. In 2001, Chef Morimoto opened his first restaurant in Philadelphia, which was later followed by restaurants in New York, Napa, Honolulu, Boca Raton, Mumbai, Mexico City, Tokyo, and Maui. Morimoto Asia Orlando at Disney Springs opened in 2015, followed by Momosan NYC and Morimoto Las Vegas at MGM Grand in 2016. Morimoto Asia Waikiki, Momosan Waikiki, and Morimoto Doha opened in 2018. Next came Momosan Seattle (2019), Momosan Wynwood (2020), Morimoto Taghazout Bay (2021), Sa'Moto (2021), Momosan at Hub Hall in Boston (2021), Morimoto Asia Napa and Momosan Santana Row (2022), Morimoto Bordeaux, Morimoto Jakarta and Morimoto by Sea aboard Holland America Line's Nieu Amsterdam (2023), and most recently Mori Mori, bringing Chef Morimoto's global restaurant count to 24. His first cookbook, Morimoto: The New Art of Japanese Cooking (2007), won two IACP awards (in the "Chef's and Restaurants" category and the "First Book: The Julia Child Award"), and it was nominated for a James Beard Foundation Award. His second cookbook, Mastering The Art of Japanese Cooking (2017), introduces readers to the healthy, flavorful, surprisingly simple dishes favored by Japanese home cooks. Follow Chef Morimoto via [Instagram](#), [Facebook](#), [Twitter](#) or www.ironchefmorimoto.com.

About Montclair Hospitality Group

Montclair Hospitality Group (MHG), founded by Luck Sarabhayavanija in 2014, is a chef driven, global hospitality company focused on curating the world's leading dining concepts, restaurant brands and critically acclaimed culinary experiences. MHG currently boasts popular restaurant

brands including [Ani Ramen](#), Ani Izakaya, [pastaRAMEN](#) from James Beard nominated Chef Robbie Felice, Mori Mori at Time Out Market New York and the soon to be opened MM by Morimoto, both from Iron Chef Masaharu Morimoto. Working to disrupt the food and beverage industry, MHG continues to create one-of-a-kind experiences rooted in exemplary service and design to transport guests on unique culinary journeys, to places both familiar and extraordinary. For more information, visit www.montclairhospitalitygroup.com.