

Tokyo, 8th July 2022
JAT Inc.

Feel the benefits from the medicinal properties of ginger combined with TOMO Genshin brown rice coffee!

On sale from July 4, 2022

Ginger Genshin was developed by TOMO, a Japanese brand whose aim is to convey Japanese offering culture.

TOMO offers a wide range of foods and drinks produced in Japan: Genshin organic roasted brown rice coffee, Isehikari rice, Seven Lucky Gods Shaped Wasanbon Sugars...

The Japanese brand TOMO, owned by JAT Inc. headquartered in Shinjuku with Keiko Oda as representative director, develops and sells natural food products inspired by Japanese offering culture.

Ginger Genshin is made from Japanese ginger and organic roasted brown rice of the Isehikari variety, which is associated with the Ise Jingu Shrine, one of the most important places of worship in Japan.

- TOMO Japanese Online Shop:
<https://tomo.life/en>



Spicy and refreshing! This summer, stay hydrated with iced Ginger Genshin!

What is Genshin?

“Genshin” refers to black roasted brown rice in traditional medicine. Drinking Genshin is said to warm up the body and strengthen your immune system. Genshin has been used for a long time in Japan.

What is Genshin Coffee?

Genshin coffee is a roasted brown rice coffee. It is ground so that it can be prepared like coffee and has a similar appearance. Black roasted brown rice is ground in a mill and brewed like coffee to make "brown rice coffee".

100% made from Japanese brown rice, it contains no coffee beans, no tea leaves and no caffeine.

It is the only caffeine-free brown rice coffee in Japan that has been allowed to carry the coat of arms of Monaco.

Japanese ginger for more flavor in the mouth

The three main components of ginger are gingerol, shogaol and zingerone. They have an anti-aging effect thanks to their antioxidant properties, they help you strengthen your immune system, help for a better resistance to bacteria and a better blood circulation.

Stay cozy with Japanese ginger

Ginger is also a good choice to warm up the extremities of your body, no matter the season.

The ginger contained in Ginger Genshin promotes blood circulation and helps your body, especially your hands and feet, to warm up from the cold.

Coffee, black tea and green tea contain caffeine, which has a diuretic effect and can cool your body. That is why it is recommended to drink caffeine-free beverages during your break at work.

Add milk and enjoy your "Ginger Genshin Latte"

Looking for some originality? Add milk, honey or Kuromitsu syrup (Japanese sugar syrup from Okinawa) to your cup of Ginger Genshin!



供
TOMO

Ginger
Genshin

Ajoutez le lait de votre
choix!

GINGER GENSHIN LATTE

Ginger Genshin: the ideal drink in Japanese shrines and your workplace!

TOMO Café Genshin is already adopted as a thank-you gift in many shrines in Japan.

In Japanese, the word ginger is pronounced *jinja*, which also means shrine. Ginger Genshin is therefore a brown rice coffee flavored with ginger, and its name can be read vertically and horizontally!

Ginger Genshin is the union of carefully roasted organic Japanese brown rice and Japanese ginger. It is designed to refresh your body and mind naturally.

Feel free to ask for samples at tomo@jat.asia



Product features:

- Product name: Ginger Genshin (tetra bags)
- Release date: Monday, July 4, 2022
- Reference retail price: ¥1,500 (tax included)
- Content: 54g (4.5g x 12 bags)
- Size: 11.5 cm (width) x 22 cm (length) x 2.5 cm (thickness)
- Ingredients: Brown rice (100% organic Isehikari rice (Hyogo prefecture, Japan), ginger (Japan).
- Place of purchase: JAT Inc.

For more information, please contact us via our contact form or by e-mail (tomo@jat.asia)

Pictures for the press release:



"Ginger Genshin", the new Japanese caffeine-free drink produced by TOMO



Ginger Genshin Latte



TOMO Ginger Genshin