



MEDIA RELEASE  
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## SUPERFOOD BRAND KINMEMAI TO LAUNCH IN SINGAPORE IN MID-JUNE 2017

*Birthed from a commitment to instil healthy living and contribute to a greener planet, Kinmemai brings the best out of rice with its exclusive, patented rice processing technology*



**Singapore, 17 May 2017** – Toyo Rice Corporation (Tokyo), a leading Japanese rice-buffing machinery company established in 1961, is set to introduce two new superfood rice products to Singapore in mid-June 2017 – **Kinmemai Better White™** and **Kinmemai Better Brown™**.

Nearly six decades of research and development has gone into perfecting Toyo Rice Corporation's exclusive, patented rice processing technology known as the *Kinmemai Process* that enhances the taste and nutritional profile of rice. With this technology, the company developed its *Kinmemai* brand that aims to reintroduce rice as more than just a staple food, but an essential source of daily vitamins and nutrients.

Mr Keiji Saika sits at the helm of the company in the role of President and Head of Research & Development for the brand. In the 1970s, he developed an innovative buffing machinery to manufacture rinse-free rice to combat the environmental impact of polished rice. This resulted in a groundbreaking rinse-free rice that dramatically reduces water wastage traditionally needed to rinse conventional rice.

With a commitment to improve the health and wellness of the community, Mr Saika took his invention further to develop healthier rice options for consumers. The *Kinmemai* brand was successfully launched in Japan in 2006 and is now considered as a specialty in Japan. Popular among both gourmards and the health-conscious, *Kinmemai* products are widely available in Japan at leading supermarkets, top dining restaurants and even on board All Nippon Airways' First and Business classes.

# Kinmemai 金芽米®

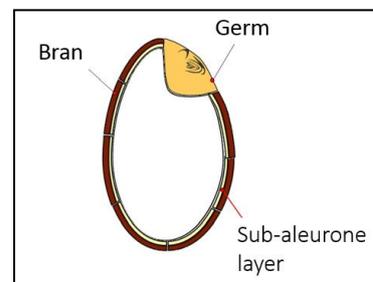
Today, *Kinmemai* is ready to share its superfood products with the world and has plans to expand its distribution points across the globe, starting with key markets such as Singapore, Hong Kong and the United States.

“White rice has always been the staple food in many Asian countries including Singapore, however it has been identified as one of the top concerns in increasing the risk of diseases such as diabetes due to rice starch overloading the body with blood sugar. Healthy eating is increasingly important for consumers than ever before and we are determined to improve what conventional rice had to offer to consumers. As a company, we feel that the product category needed a fresh perspective, and that is what led to the development of the *Kinmemai Process*. We are already seeing how beneficial the rice has been to improving the health of consumers in Japan, and we’re excited to share this with the rest of the world”, said Mr Saika

## The Kinmemai Process

Using Toyo Rice Corporation’s innovative buffing machinery, the *Kinmemai Process* is a state-of-the-art rice buffing technique that is both gentler and more precise than current conventional polishing techniques.

Traditionally, rice that has been regularly milled are stripped of down to the white rice centre, which robs the grain of its nutritious components concentrated in the sub-aleurone layer.



*Kinmemai*'s polishing process removes just the water resistant, indigestible wax layer around the husk of the grain, retaining all its beneficial elements. With the sub-aleurone layer intact, *Kinmemai* rice grains are packed full of vitamins B1, B6, E, B3 (Niacin), and folic acid. (The process varies between *Kinmemai Better Brown™* and *Kinmemai Better White™*)

However, the benefits of Toyo Rice Corporation’s innovation does not stop there. In addition to being rich in nutrients, *Kinmemai* rice is also tastier and sweeter than conventional rice and has an umami flavour. Scientifically measured using one of the company’s many patented innovations called *The Taste Machine*, each batch of rice grains are meticulously analysed based on the level of ‘Sweetness’ and ‘Umami’ to ensure premium quality.



## Kinmemai Better White™

*Kinmemai Better White™* Rice has the appearance, digestibility and cooking time of white rice, but the similarities end there. It has 1.8 times more fibre, seven times more vitamin B1 than conventional white rice and contains six times more lipopolysaccharides (LPS) – a natural booster for the immune system to help stay healthy and fight illness.

Taste-wise, *Kinmemai Better White™* Rice is slightly buttery and mildly nutty, with a moist, creamy texture that is superior to conventional white rice.

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## Kinmemai Better Brown™

Conventional brown rice is known for being nutritious and packed with vitamins, however its tough outer bran layer not only takes longer to digest – causing gas, bloating and cramping – the extra fibre, vitamins and minerals it contains may pass right through the body without actually being absorbed. Those who find conventional brown rice rough and dry will be glad to know that Kinmemai Better Brown™ has a smooth texture and the taste is indistinguishable from white rice.

Kinmemai Better Brown™ brings more to the table than just the chestnut hue and nutritional values of brown rice. While the *Kinmemai Process* is similar across both Kinmemai Better White™ and Kinmemai Better Brown™, subtle differences go a long way in ensuring that Kinmemai Better Brown™ provides even more benefits than conventional brown rice. With the Kinmemai Better Brown™, only the wax layer is removed which results in an irresistibly fluffier, easier to digest and quicker-to-cook brown rice.



*Kinmemai* rice is the perfect nutritious substitute to conventional rice and can be used in a myriad of different cuisines such as Asian fried rice, Italian risotto, Spanish paella, Indian biryani, and Turkish pilaf. With its sub-aleurone layer intact, *Kinmemai* rice is able to absorb even more water during the cooking process than conventional rice. This leads to consumers needing to eat less rice per portion in their daily diet to feel adequately full and still absorb optimal nutrients. Consumers can look to eating 10 percent less rice than their usual portion for Kinmemai Better White™, and 20 percent less with Kinmemai Better Brown™.

Kinmemai Better White™ (RRP: S\$9.40, 1kg & RRP: S\$41.50 5kg) and Kinmemai Better Brown™ (RRP: S\$9.80, 1kg & RRP: S\$44.00, 5kg) will be available at Cold Storage, Jason's Market Place and leading Japanese supermarkets from mid-June 2017.

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

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## About Toyo Rice Corporation

Founded in 1961, Toyo Rice Corporation is headquartered in Wakayama, Japan. The company is a leader in the rice milling industry and the exclusive manufacturer of Kinmemai. The company's core focus is rice and its mission is to promote healthy living through good nutritious habits, while at the same time, contribute to an eco environment.

The company's rice-buffing innovation led to the creation of *Musenmai*, a groundbreaking rinse-free rice that dramatically reduces water wastage. This same passion for innovation later resulted in the creation of Kinmemai Better White™ and Kinmemai Better Brown™.

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