

MEDIA RELEASE

**SUPERFOOD BRAND KINMEMAI TO LAUNCH ITS HIGHEST QUALITY RICE PRODUCT, KINMEMAI PREMIUM™ IN NOVEMBER 2017**



Singapore, 4 October 2017 – Toyo Rice Corporation (Tokyo), a leading Japanese rice-buffing machinery company established in 1961, is set to introduce its latest innovation **Kinmemai Premium™** to Singapore in November 2017.

Synonymous with excellence and nourishment, Kinmemai Premium™ is the highest quality rice product under the superfood brand name Kinmemai. In 2016, it reached global status when it was awarded the title of ‘World’s Most Expensive Rice’ by Guinness World Records, valued at USD\$109 (¥11,304 JPY) per kilogram.

**What makes Kinmemai Premium™ so special?**

Similar to the brand’s previously launched products – Kinmemai Better White™ and Kinmemai Better Brown™ – the newest addition is a rinse-free rice developed using Toyo Rice Corporation’s exclusive, patented rice processing technology.

Compared to conventional white rice, Kinmemai Premium™ is superior in flavour, sweetness, nutritious value and contains six times more lipopolysaccharides (LPS) – a natural booster for the immune system to help stay healthy and fight illness.

“The idea of Kinmemai Premium™ originated from a desire to raise the global perception of Japanese rice and to provide opportunities for farmers in Japan’s shrinking rice agriculture sector. Development started in late 2015 and as part of our company’s commitment to produce the highest quality rice

# Kinmemai 金芽米®

possible, we worked closely with rice producers in prefectures around Japan to ensure the best rice grains are used to create Kinmemai Premium™. We are excited to introduce our newest product to Singapore and we aim to change consumers' understanding of rice; from it being just a simple carbohydrate to a source of essential vitamins and nutrients that can help keep illnesses at bay," said Mr Keiji Saika, President and Head of Research & Development, Toyo Rice Corporation.

## The journey to create the world's highest quality rice



*Minamiuonuma, Niigata Prefecture. The region contributes largely to the production of Koshihikari rice. With its natural spring mountain water and surrounded by hills and mountains, rice grains developed in this region are renowned for being big and delicious.*

Kinmemai Premium™ is derived from five varieties of award-winning rice grains that have been painstakingly sourced from rice producers in prefectures around Japan such as Gunma, Gifu, Kumamoto, Nagano and Niigata.

Hand-selected for being highly compatible when blended, rice grains such as *Koshihikari* and *Pikamaru* are priced as some of the world's top quality rice after being awarded Gold by the Association of the Certified Rice Appraisers at the 18th International Contest on Rice Taste Evaluation held in Kikuchi City, Kumamoto Prefecture.

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*Award winning rice producers: Seki family*

Purchased from producers at a cost approximately eight times the usual price, the rice grains are matured for half a year through a unique ageing process to enhance the rice grains' texture and flavour. Proprietary rice processing technology then gently mills each grain, removing just the indigestible wax layer around the husk of the grain, retaining the beneficial elements of the rice.

Originally only available in Japan, Kinmemai is ready to share the ultra-exclusive rice and its bountiful benefits with the world, starting with Singapore. From November 2017, consumers in Singapore can be among the first outside Japan to savour the highest quality rice. Kinmemai Premium (S\$155, 140g x 6 sachets) will be available at [www.kinmemai.com](http://www.kinmemai.com).

For more information, visit [www.kinmemai.com](http://www.kinmemai.com). Connect with Kinmemai and discover healthy living tips, habits and recipes on Facebook at [www.facebook.com/kinmemairice](https://www.facebook.com/kinmemairice) and on Instagram at [www.instagram.com/kinmemairice](https://www.instagram.com/kinmemairice).

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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™, Kinmemai Better Brown™ and Kinmemai Premium™.

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