

March 1, 2012  
Otsuka Foods Co., Ltd.

More Choice for Your Dining Pleasure:  
Otsuka Foods to Launch Sinvino Java Tea Straight White  
and new package design for Sinvino Java Tea Straight Red

TOKYO, Japan, August 1, 2011 — Otsuka Foods Co., Ltd. (Head Office: Chuo Ward, Osaka; President: Yoshihito Nakai) announced today that it will launch Sinvino Java Tea Straight White throughout Japan on Monday, March 12. The beverage will be available in 500-milliliter bottles with a suggested retail price of 147 yen including tax.

Sinvino Java Tea Straight White, a sugar-free table drink with no added flavoring or color, is made from lightly fermented buds (known as “silver needles”) of white tea leaves—a rare ingredient even among Indonesian Java teas. Its sweet and refreshing flavor perfectly complements seafood dishes; the beverage’s golden color, similar to white wine, will brighten every meal.

In addition, the currently marketed Sinvino Java Tea Straight Red’s packaging will be redesigned to emphasize the Sinvino\* concept.

With the new product’s launch, Otsuka Foods now provides consumers two delightful sugar-free straight tea beverages. Based on the concept of “More choice for your dining pleasure,” a robust Red tea complements rich meals and a smoother tasting White tea suits more delicately flavored meals—a new way for enjoying non-alcoholic drinks with dinner.

\* The name Sinvino derives from the Spanish words “*sin*,” meaning “without” and “*vino*,” meaning “wine.”



Sinvino Java Tea Straight White in 500 ml PET bottle



Sinvino Java Tea Straight Red in 500 ml PET bottle

## **Product Overview**

- Product name: Sinvino Java Tea Straight White
- Unit volume: 500 ml
- Packaging: PET bottle
- Suggested retail price: 147 yen (including tax)
- Sales release date: Monday, March 12, 2012
- Sales area: Throughout Japan
- Sales channels: Volume sellers, convenience stores, general retail stores, drugstores, etc.
- Seller: Otsuka Foods Co., Ltd.
- Shipping packages: Case of 24 500 ml bottles

Except for product name, the above data also applies to Sinvino Java Tea Straight Red in 500 ml PET bottle.