

August 2, 2021
Otsuka Foods Co., Ltd.

Otsuka Foods to Release Even More Delicious Sinvino Java Tea Straight Red

With a Brighter Aroma and More Refreshing Aftertaste
Created by Using Two Types of Tea Leaves,
Packages for the Entire Java Tea Lineup Also Redesigned

TOKYO, Japan, August 2, 2021—Otsuka Foods Co., Ltd. (Head Office: Chuo Ward, Osaka; President: Koichi Shiraishi) announced today that it has updated its long-selling brand Sinvino Java Tea Straight Red in PET bottles, making it even more delicious by using two types of tea leaves. Together with this, the company has also redesigned the packages for the entire Java Tea lineup and will gradually roll out the new teas and designs starting in September 2021.

Brewed from high-quality tea leaves grown in the Java region of Indonesia, Sinvino Java Tea Straight has a clean, clear flavor and subtle aroma. Sinvino Java Tea in both red and white has stayed popular among consumers as a table drink that is a great complement to meals.

Recently, lifestyles changes have created more opportunities to dine to home, and in interviews with regular drinkers of Java Tea, these customers praised the product as having a unique taste that pairs well with any food, enhancing the flavor of meals. Moreover, it was found that customers enjoy Java Tea in all kinds of situations involving food because it has a refreshing feel that quenches thirst cleanly.

Now, to make dining with Java Tea even more enjoyable, Otsuka Foods has updated Sinvino Java Tea Straight Red offered in PET bottles. The updated product is made with two types of tea leaves: fragrant full leaves and flavorful broken leaves. This retains Java Tea's full-bodied flavor while imparting a bright aroma and creating a fresh, invigorating aftertaste, making the product even more delicious.

In addition, packages for the entire lineup have been redesigned. The Java Tea logo is recognizable at a glance. The new design reflects a commitment to using only simple ingredients and expresses the casual nature of Java Tea, a drink to enjoy not only with meals but also while relaxing after meals.

Otsuka Foods will continue to offer Sinvino Java Tea Straight as a table drink that adds a stylish touch to any dining table, making mealtimes even more enjoyable.

