



FOR IMMEDIATE RELEASE

SAN-J'S ORGANIC LINE IS NON-GMO PROJECT VERIFIED Three Popular Products Meet Rigorous Standards

RICHMOND, VA (August 16, 2010) San-J is always taking great strides to preserve the purity, performance and all-natural quality of its products. The company is pleased to report that three of its most popular products: **Organic Gluten Free Tamari Soy Sauce**, **Organic Gluten Free Reduced Sodium Tamari Soy Sauce**, and **Organic Shoyu** are all Non-GMO Project verified.



Three of San-J's most popular products: Organic Gluten Free Tamari Soy Sauce, Organic Gluten Free Reduced Sodium Tamari Soy Sauce, and Organic Shoyu, are all Non-GMO Project verified.

according to rigorous best practices for GMO avoidance, including testing of risk ingredients." The seal clearly identifies products that have been non-GMO verified and helps consumers make more informed choices about the foods they purchase and consume.

About GMOs Genetically Modified Organisms (GMOs) are biological organisms created through genetic engineering and gene splicing. Current scientific activity and practices in this arena are considered too new and unproven to be completely safe. Accordingly, many countries around the world have implemented restrictions in the production of GMOs. Consumers have also raised concerns regarding the lack of scientific testing linked to GMOs in the food chain.

Starting in 2008, and in response to growing concerns over GMOs, San-J became active in the non-GMO verification process. Although there is no labeling requirement for GMOs in the United States, and while not a simple procedure (frequently taking up to six months to complete), San-J believes it is essential to test and confirm safety, reliability and dependability of its products at every level.

About the Non-GMO Verification Seal According to the Non-GMO Project, the Non-GMO verification seal indicates "a product has been produced



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Consumers and retailers can find more information about San-J's premium Tamari Soy Sauces and other quality Asian-inspired products by visiting www.san-j.com. For more information about GMO's and the non-GMO verification seal, please visit the Non-GMO Project website at www.nongmoproject.org.

About San-J

San-J International, Inc. is dedicated to the manufacture of premium Tamari soy sauce and quality Asian-inspired products and pursues excellence throughout every level of its operations. The San-Jirushi Corporation, founder of San-J, was established by the Sato family in 1804 in Mie, Japan, and has a long history of brewing premium Tamari Soy Sauce. San-J's current president, Takashi Sato, is the eighth generation of Sato family to run the company and carries the traditional brewing mastery and centuries of operational experiences forward. In addition to production facilities, San-J's administration, research & development and sales & marketing departments are all headquartered in Richmond, Virginia.

For More Information

For additional press information, including requests for product photography and samples for testing, please contact Misako Binford, Marketing Manager, San-J USA by phone: 804-226-8333 or by email: info@san-j.com.

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