



NEWS – For Immediate Release

SAN-J ANNOUNCES TAMARI LITE: A GOURMET, ALL-NATURAL GLUTEN FREE TAMARI SOY SAUCE WITH 50% LESS SODIUM

April 18, 2013 – More savory flavor with less sodium – is it even possible? San-J is proud to introduce Tamari Lite, a flavorful Tamari that contains 50% less sodium than their regular Gluten Free Tamari (Black Label) - a breakthrough for anyone who is concerned about the sodium content in available soy sauces. Made from 100% soybeans, San-J Tamari Lite is ideal for the home chef who is trying to reduce the family's salt intake.

In the past, the more you reduced the sodium, the more you sacrificed on flavor. But now, there's no need to compromise. It all started with San-J's brewmaster, Masayoshi. Tamari Lite may be one of his finest achievements. Generally, naturally-brewed reduced sodium soy sauces have about 20-40% less sodium. But Tamari Lite retains San-J's high standard of quality flavor with half the sodium. The recipe is a closely guarded secret. Like all San-J products, it is made with all natural ingredients in our age-old, authentic Japanese brewing process. It's a brilliant evolution of a time-tested recipe.

Many people will benefit from San-J Tamari Lite. Even with lower sodium, there's no need to eat bland food. Tamari Lite adds delicious flavor to all kinds of cuisine without worry. The health benefits don't stop there: Like most San-J sauces, Tamari Lite is certified by the Gluten Free Certification Organization, meeting the strictest standards for gluten free content. This means that people who have gluten sensitivities or celiac disease can enjoy the rich flavor of Tamari Lite. Certified kosher and vegan, Tamari Lite is also made from non genetically-modified soybeans and is Non-GMO Project verified as well.

San-J Tamari Lite can be used in stir-fry, rice or noodle dishes, as a flavor enhancer in soups and sauces, as a marinade or a condiment. Over 200 years of brewing mastery goes into every San-J product. The brewing process takes up to six months from bean to bottle, and the small-batch process insures a complexity and depth of flavor that cannot be matched by other soy sauces.



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- Brewer of Premium Tamari Since 1804 -



About San-J International

San-Jirushi was founded by the Sato family as a Tamari and miso company in 1804 in Mie, Japan. Current San-J President, Takashi Sato, is an eighth generation member of the founding family. They began brewing the first Tamari from their Richmond, Virginia, facility in 1987, continuing their over 200 year tradition of Japanese brewing mastery. For more information on San-J products and to find great recipe ideas including gluten-free recipes, visit San-J.com.

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