



PRESS RELEASE
For Immediate Release

**SAN-J RELAUNCHES ASIAN COOKING SAUCE LINE – NOW
VERIFIED NON-GMO AND GLUTEN FREE**

*San-J family brand continues 200-year legacy of ingredient trust and
authenticity to home cooking*

HENRICO, VIRGINIA (August 10, 2015) – Common advice for grocery shoppers and restaurant diners avoiding GMO foods is to avoid the five most prevalent GMO crops: corn, soy, canola, and sugar beets. 94% of soy is genetically modified in the United States, and is staple in American processed foods.¹ Americans most often identify soy with Asian cuisine, and the familiar soy sauce bottle on every table at Asian restaurants. Because of the dominance of genetically modified soybeans and the misunderstanding that all soy is bad, finding non-GMO Asian sauces has been hard...until now. **San-J** (www.San-J.com), an eighth-generation family brand of Asian sauces is reintroducing their complete Cooking Sauce line, which is now verified as non-GMO by the Non-GMO Project, look for a Non-GMO Project seal on the label. Now, enjoying an authentic Asian, Non-GMO meal at home is easy. San-J Asian Cooking Sauces are also all natural, gluten free, kosher, and made with the best quality ingredients.

Americans want to know what they are consuming; many believe that food is the new medicine, and that a healthy diet can lead to better health. Towards this effort, the Non-GMO Project gives grocery shoppers the information to help make informed choices. Products that are labeled with the Non-GMO Project verified seal, like San-J's Asian Cooking Sauce line, provide the assurance that it has been expertly reviewed and approve foods that qualify for this verification. These food quality guidelines include ingredient testing, below the 0.9% GMO threshold, and a rigorous ingredient traceability review to verify a product's ingredient integrity.² Some Americans and experts question the safety of genetically modified products.

San-J President, Takashi Sato, shares "We are excited to reintroduce our Asian Cooking Sauce line, now carrying the Non-GMO Project verified seal. Our first priority is serving our customers and providing the best ingredients possible. For over 200-years, we've been at the forefront of ingredient health. We believe our customers deserve ingredient transparency, because we are invited to the family dinner table." Sato continues, "There

¹ USDA Economic Research Service: "Adoption of Genetically Engineered Crops in the U.S. 1996-2014" <http://www.ers.usda.gov/data-products/adoption-of-genetically-engineered-crops-in-the-us/recent-trends-in-ge-adoption.aspx>

² The Non-GMO Project Verified Seal <http://www.nongmoproject.org/learn-more/understanding-our-seal/>

San-J International, Inc.
2880 Sprouse Drive, Henrico, VA 23231
800-446-5500 www.san-j.com
- Brewer of Premium Tamari Since 1804 -



is nothing more important to us than our customers health and trust. We're pleased that our all natural sauces support the pursuit of a delicious and healthy home cooked meal.”

This is not the first San-J sauce makeover. San-J has always made wheat free Tamari soy sauce and it is certified gluten free and has been verified non GMO. In response to challenges facing gluten-free consumers, San-J has removed gluten from products that contained small amounts of wheat for the safety of gluten free consumers, without sacrificing flavor. San-J is the trusted brand for recreating the authentic gourmet taste of Asian cooking at home.

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 Henrico, Virginia, facility in 1987, continuing the 200-year tradition of Japanese brewing mastery. For more information on San-J products and to find great gluten-free recipe ideas, please visit San-J.com.

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