



PRESS RELEASE  
For Immediate Release

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SAN-J INTRODUCES HOISIN SAUCE –  
A TRADITIONAL INGREDIENT IN ASIAN ARTISANAL COOKING  
*Families can add another rich flavor to healthy dishes made at home!*

HENRICO, VIRGINIA (March 30, 2017) – San-J, the premium Tamari soy sauce brand, is pleased to introduce Hoisin Sauce to its line of delicious Asian Cooking Sauces. Made from a base of San-J Gluten Free Tamari Soy Sauce, Hoisin possesses unique authentic flavor notes, both sweet and salty. Like all San-J Asian Cooking Sauces, Hoisin is certified gluten-free by the GFCO, verified Non-GMO and free of artificial preservatives, flavors or colors. San-J's Tamari brewing process uses only soybeans and no wheat, making their Asian Cooking Sauces the perfect fit for a gluten-free diet. San-J Hoisin Sauce is the latest in the company's growing line of products aimed at home chefs that love Asian cuisine.

"San-J's new Hoisin Sauce will delight people that want to prepare home cooked meals with a flavor that's a little bit different," said San-J President, Takashi Sato. "Our Hoisin Cooking Sauce is an Asian staple and popular with American foodies that want to add gourmet taste. Like all our cooking sauces, San-J Hoisin Sauce is made from the best possible ingredients. There is nothing more important to us than our customers' health and happiness."

In the U.S., home prepared meals using fresh ingredients are a growing trend. In a typical week, three evening meals are prepared at home using fresh/raw ingredients and 87% of adults feel that fresh foods are healthier and tastier, according to a 2015 report by the Institute of Food Technologists, a Chicago-based research group. In 2014, 23% of consumers sought out non-GMO products while 33% of shoppers looked for foods without additives or chemical preservatives. And 25% of consumers expressed a preference for steaming or stir frying when preparing meals at home.

"More and more we see that high-quality ingredients fit in best with American lifestyle trends," continued Sato. "San-J products are made for people that seek natural and organic foods and enjoy cooking delicious and healthy meals at home."

All San-J Gluten-Free Asian Cooking Sauces are prepared from only quality ingredients, and brewed with Japanese methods, which the company has faithfully followed for over 200 years. San-J's Asian Cooking Sauces are certified according to standards established by the Gluten-Free Certification Organization (GFCO) and are Non-GMO Project verified as well. This means that people who have gluten sensitivities or celiac disease can enjoy their rich flavor. San-J follows specific sanitation methods to prevent cross contamination of wheat in its gluten-free products.



That process includes testing each batch for the presence of gluten and the reliability is often confirmed through the help of an independent testing agency.

San-J Tamari Soy Sauce, the base for their new Hoisin Sauce, is their premier Japanese soy sauce. The company's unique small batch brewing process requires up to six months before Tamari Soy Sauce goes from bean to bottle. The higher concentration of soy protein results in a richer, smoother and more complex flavor than that of regular soy sauces.

#### About San-J International:

San-Jirushi In 1804, the founding company of San-J International, was established by the Sato family as a Tamari and miso company in 1804 in Mie, Japan. The family continues to play a vital role at San-J and San-Jirushi. 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, San-J products and to find great recipe ideas, please visit [San-J.com](http://San-J.com).