



## SAN-J TAMARI CELEBRATES 220TH ANNIVERSARY

**HENRICO, VA** – Legacy soy sauce producer SAN-J marks its 220<sup>th</sup> anniversary this year. The business has upheld Japanese traditions using the finest soybeans and a slow small-batch fermentation to create premium, brewed Tamari with a rich, complex flavor for over two centuries.

SAN-J expanded its production from Japan to Richmond, Virginia in 1987. The pivot was partially inspired by Benihana Founder Rocky Aoki (the father of DJ Steve Aoki and supermodel Devon Aoki); Aoki was schoolmates with founding family member Takayoshi Sato and was an early advocate for SAN-J Tamari's application as a condiment for steak. SAN-J is currently helmed by his son, SAN-J President Takashi Sato, an 8th-generation soy sauce brewer.

The decision to open in Richmond saw SAN-J pioneer the first-ever Tamari brewing facility in the United States: Virginia's high humidity and four-season cycle, similar to SAN-J's native Japan, best nurtures the fermentation cycle.

"At SAN-J, our mission is to sustain artisanal Japanese techniques with an eye to the future of fermentation and its potential in the US market. This milestone in our company's history is a testament to the dedication of our team and customers in supporting these efforts. I am excited to continue my family's legacy of challenging traditions, all while still honoring authenticity and integrity".

The Sato family first began crafting soy sauce and miso as the San-Jirushi company in Japan in 1804. The SAN-J tryptic logo refers to the central Japanese region's three rivers, once used for cargo vessels when they were a wholesaler in the port.

Since its arrival in the US, the SAN-J brand has grown exponentially, offering a broad variety of Asian cooking sauces including Teriyaki, Szechuan, Hoison and its signature Tamari, Tamari Splash line as well as soup mixes. SAN-J currently ranks among the nation's leading Asian condiment brands, with an ever-growing presence in natural markets and grocery stores nationwide.

The signature SAN-J Organic Gluten-Free Tamari Soy Sauce still utilizes centuries-old fermentation methods that have always been made from 100% soybeans. SAN-J Tamari's high concentration of soy protein delivers over 30% more umami than typical brewed soy sauces, which can easily perk up any recipe. SAN-J also recently introduced No Soy Tamari, a soy-free soy sauce alternative that tastes just like real soy sauce.



To mark the brand's anniversary, SAN-J President Takashi Sato hosted an Open Factory and partnered with fermentation experts from the Kojicon organization to provide over five hundred visitors with educational seminars and workshops on fermentation. In addition, James Beard Award winner Chef Masako Morishita prepared a 5-course gala dinner to honor Sato and San-J at the Boathouse at Rocketts Landing in Richmond.

As a fermenter, SAN-J President Sato remains active as an advocate and scholar within the global koji fermentation community, having lectured at institutions such as Georgetown University. He recently participated in a collaboration with Three Michelin starred-restaurant Eleven Madison Park to create a private label Black Bean Tamari and Corn Shoyu, applying traditional fermentation and brewing techniques to novel ingredients. He also advised Three Michelin-starred restaurant Noma in the development of its Mushroom Garum, utilizing rice koji fermentation. He is currently developing a seaweed tamari for SAN-J.

### **About SAN-J**

One of the nation's leading Asian condiment brands, SAN-J has been producing authentic Japanese Tamari Soy Sauce since 1804. Using the same fermentation methods passed down over eight generations, the Sato family's centuries-old formula endures today in grocery stores and specialty markets nationwide. SAN-J's ancient recipe consists of 100% soybeans, and unlike typical soy sauce, it does not contain wheat, making it completely gluten-free. Made with high-quality soybeans meticulously brewed for up to 6 months, SAN-J Tamari has a high soy protein content, deep umami taste and high complexity of flavors. Additionally, SAN-J crafts soy sauces for all sorts of diets, including an innovative No Soy Tamari, as well as low-sodium, gluten-free, vegan, and kosher products. With the largest market share in the tamari & soy sauce category in the U.S. natural food market, SAN-J allows home cooks across the country to get creative in the kitchen with premium ingredients.

For more information on SAN-J products and to find great recipe ideas, visit [here](https://www.san-j.com).