



San-J Introduces SESAMO, The Brand's First-Ever Sesame Oil

Richmond, VA (September 21, 2026) — SAN-J, the legacy producer of authentic Japanese Tamari Soy Sauce since 1804, proudly announces its expansion into a new product category with the release of SESAMO. This launch marks the brand's first-ever toasted sesame oil, bringing its centuries-old commitment to Japanese culinary excellence into a premium finishing oil.

SESAMO is a 100% pure, Japanese-style sesame oil crafted using the traditional *teion baisen* (low-temperature roasting) method. By gently roasting carefully selected sesame seeds low and slow before pressing, SAN-J preserves the seeds' delicate, nutty flavor and rich aroma while minimizing harsh bitterness. The result is a smooth, balanced finish that enhances any dish.

Positioned as a clean alternative to industrially refined seed oils, SESAMO is produced without the use of chemical extraction. The gentle pressing method protects the oil's integrity, retaining nutrients like beneficial omega fatty acids, vitamin E, and sesamol, a powerful antioxidant unique to sesame.

SESAMO functions primarily as a finishing oil, packaged in ergonomic squeeze bottles for precise drizzling. SAN-J engineered this versatile seasoning to elevate everyday American cooking, moving far beyond traditional Japanese and Asian cuisine. Home chefs can easily add a gourmet touch to salad dressings, eggs, grain bowls, pasta, pizza, and more.

“For generations, SAN-J has crafted authentic Japanese tamari to help people create exceptional meals at home. Expanding into sesame oil felt like a natural evolution of that mission,” shares Takashi Sato, President of SAN-J International. “My grandmother’s family has been in the sesame oil industry for over a century. SESAMO connects my rich family heritage with SAN-J’s promise to deliver high-quality, accessible Asian pantry staples to every kitchen.”

SAN-J SESAMO Toasted Sesame Oil is available at Whole Foods Market stores nationwide in 6-oz bottles.

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.

Website: san-j.com | **Instagram:** [@sanjtamari](https://www.instagram.com/sanjtamari)