

NEWS Release

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Baker Dillon Group selected to create brand name for Specialty Rice from Toyo Rice Company

July 2015 – Developing a unique and descriptive brand name for a proprietary product currently known as Novelty Brown Rice in Japan, and can be trademarked for use in the U.S. is the new creative challenge for Baker Dillon Group.

Baker Dillon Group, with an impressive portfolio of name and logo brand development for the supplement and food industries, was awarded the project by Toyo Rice Company, who previously selected Baker Dillon Group to produce its new product website.

“Rice has always been a food staple in Japan, and in recent years rice breeding has been enhanced,” said Yoshi Shiraishi, director of North American sales for the J-PORT Company in Mountain View, Calif. “These new rice products developed by a proprietary manufacturing process are two exceptional examples.”

Initially, both products will be available in bulk in Japanese specialty food and grocery stores.

Toyo Rice Corporation is the exclusive manufacturer of Kinmemai Rice. Established in 1961, Toyo specializes in manufacturing rice-buffing machinery. In the 1970s, Toyo Rice pioneered the development of Musenmai, or rinse-free rice, and estimates this process helps save more than 11 billion gallons of water annually in the U.S. alone by eliminating the need for rinsing prior to cooking. While Japanese people have enjoyed Toyo products for over the past decade, further refinements of its rice-buffing technology has led to

the development of Kinmemai Better White™ Rice and its new Kinmemai Better Brown™ Rice.

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