

NEWS Release

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Baker Dillon Group develops website for Toyo Rice Company Kinme Mai rice

August 2015 - Baker Dillon Group has designed and developed content for the Toyo Rice Company of Japan to promote its nutritious, proprietary Kinme Mai rice. The brand will target the broad U.S. commercial grocery category.

“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 Toyo, one of the leading Japanese rice milling companies, are two excellent examples of the burgeoning technology.”

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. Over the past decade Japanese people have enjoyed Toyo products and further refinements of its rice-buffing technology have led to the development of Kinmemai Better White™ Rice and its new Kinmemai Better Brown™ Rice.

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