

S&B Foods' "Wasabi Powder" Collaborates with "UT," Graphic T-shirt Brand of UNIQLO



TOKYO, February 27, 2020 –S&B FOODS INC. (“S&B Foods”) participates in the graphic T-shirt brand “UT” collection of UNIQLO CO., LTD. (“UNIQLO”), “The Brands Masterpiece.” As one of the collection, S&B Foods’ “Wasabi Powder”-motif T-shirt (for men) has been released at UNIQLO and its online store in 25 countries and regions in the world.

“The Brands Masterpiece” of UNIQLO is a brand collaboration project with internationally familiar brands to design their “masterpieces” and logos as motifs of T-shirt every year, and has been popular around the world for 18 years. S&B Foods’ “Wasabi Powder” was selected as one of the collection this time, which S&B Foods has introduced to the world for many years, as a Japanese leading spice company.

S&B Foods has pursued the potentiality of “Spice and Herb, the Earth’s Blessing,” based on its corporate philosophy “Bring natural life and happiness to every household.” Through the brand collaboration T-shirt project, S&B Foods will continue to promote the beauty of Japanese wasabi and Japanese cuisine culture throughout the world.

■Product Overview

- Product name: The Brands Masterpiece UT (short-sleeve graphic T-shirt) S&B
- Launch date: February 17, 2020
- Size: XS/M/L/XL/XXL/3XL/4XL (Men)
※XS, XXL, 3XL, 4XL: Available at the online store only
- Price: JPY 990 (tax excluded)
- Manufacturer: UNIQLO CO., LTD.
- Store: UNIQLO and its online store in 25 countries and regions

■About “Wasabi Powder”

S&B Foods’ “Wasabi Powder” has been used all over the world for many years. It is made with natural ingredients (no color/ additive used) and contains Wasabia Japonica (hon wasabi.) The pale green color naturally comes from horseradish and Wasabia Japonica.

The unique flavor and pungency bring out the flavor of many kinds of food, such as soy sauce for sashimi and sushi, soba, and meat.



Wasabi Powder 30g

About product: <https://www.sbfoods-worldwide.com/products/search/051.html>

■About S&B Foods

Since founded in 1923, S&B Foods has been producing and distributing a dazzling variety of spices, condiments and cooking ingredients, including Japanese curry mix, pasta sauce and Chinese food products. Besides being the first company to successfully manufacture curry powder in Japan, S&B Foods invented tube wasabi, which allowed it to break into the global market, and continue to develop original products that drive the food industry. Now, more than ever, S&B Foods wants the world to taste its success by offering flavorful products such as wasabi, curry mix, nanami chili pepper and yuzu. It continues to expand its many business activities on the world stage. S&B Foods had net sales of JPY 125,431 million in fiscal 2018. For more about S&B FOODS INC. (TYO: 2805), please visit <https://www.sbfoods-worldwide.com/>.

For further information, please contact us.

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