

Chopsticks NY



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Food & Drink

Asian Food Tradition Helps Boost Your Healthy Diet

People in Asian countries have a long tradition of eating food to maintain health and taking advantage of the particular benefits of every ingredient. In keeping with this tradition, **House Foods America Corporation**, the U.S. subsidiary of Japanese spice and curry maker **House Foods, Inc.**, has recently introduced new healthful products that you can easily incorporate into your diet: **Ready-to-Eat Tofu Shirataki Noodles** and **UKON ENERGY**.



Tofu Shirataki Noodles, House Foods' best-selling product, has a unique texture that comes from blending pureed tofu and the root of the *konnyaku*, a type of yam grown in Asia. Now House Foods is introducing ready-to-eat styles in two flavors: Creamy Coconut Curry and Red Vindaloo Curry. The Creamy Coconut Curry combines the smooth, rich flavors of coconut milk with a touch of ginger, while the Red Vindaloo Curry tantalizes the taste buds with bold spices, including cayenne pepper and paprika, in a tomato-based sauce. Free of preservatives,

MSG, and cholesterol, this high-fiber, vegetarian meal contains fewer than 200 calories per serving and is ready to eat after just 90 seconds in the microwave. These products are the first two items in House Foods' new gourmet product line, **So-Yah!**



With over 120 million bottles sold in Japan in 2009, UKON ENERGY delivers the "energy" of turmeric, the spice long prized in Asia for its many wellness benefits. Each UKON ENERGY bottle contains extract from 10 grams of turmeric root as well as vitamins E and B6.

So-Yah! is starting out in the mainstream and natural food stores in the West Coast and is coming to the East coast soon. UKON ENERGY is being sold at Asian grocery stores and supermarkets nationwide.

Info: **House Foods, Inc.**
www.house-foods.com