

IYEMON CHA JAPANESE GREEN TEA BRINGS SPLASH OF JAPANESE CULTURE TO BAY AREA AT WORLD PREMIERE OF *WHITE ON RICE*

Director and Stars Celebrate Release of Comedic Look at Japanese in America at San Francisco International Asian American Film Festival



San Francisco, CA, March 17, 2009 – Director and stars toast to the world premiere of *White on Rice* with Iyemon Cha Japanese Green Tea (L to R): Nae, Dave Boyle, Hiroshi Wantanabe, and Lynn Chen at the San Francisco International Asian American Film Festival. For more information about Iyemon Cha Japanese Green Tea and an exclusive interview with the film’s director and star, visit: www.iyemonchaevents.com (Suntory/Kaz Yamaguchi)

SAN FRANCISCO, CA, March 18, 2009—The world premiere of the independent film *White on Rice* – a comedic look at the Japanese immigrant experience in America – was hosted by Iyemon Cha Japanese Green Tea at the San Francisco International Asian American Film Festival last night. The public mingled with the film’s director and stars at an exclusive pre-screening reception at Robert Redford’s Sundance Kabuki theatre, enjoying appetizers perfectly paired with Iyemon Cha Original and Roasted Green Tea.

Director Dave Boyle shared insights on his film about a Japanese immigrant family coming to terms with romance, parenting and middle age while adjusting to American culture. Joining him were stars Hiroshi Watanabe (Clint Eastwood’s *Letters from Iwo Jima*), Japanese Academy Award winner Nae (*Letters from Iwo Jima*) and Lynn Chen (*Saving Faces*).

“I like to think I’m bringing a splash of Japanese culture to America through my films...and so is Iyemon Cha,” said Boyle.

A phenomenal bestseller in Japan, Iyemon Cha recently made its US debut in San Francisco, sharing the timeless tradition of Japanese green tea with contemporary American audiences. Iyemon Cha is the world’s only bottled green tea made at the historic Fukujuen tea house in Kyoto, Japan. Iyemon Cha is made from 100% USDA-approved organic tea leaves and is available in two varieties: Original and Roasted. Iyemon Cha is sold at fine dining establishments and gourmet retailers throughout the Bay Area.

Click [here](#) for high-res photos.

Click [here](#) for more information about the event and to read an exclusive interview with the film’s director and star.

CONTACT for high-res images and other press inquiries:

Milena Perez, Dentsu Communications, 212-660-6787, mperez@dcinyc.com

Available Images Include:



Nae and Hiroshi Wantanabe



Hiroshi Wantanabe, Dave Boyle, and Graham Legget



Dave Boyle and Hiroshi Wantanabe



Eijiro Tsukada