

# SUNTORY

## Introducing IYEMON CHA to the US Market



[www.dentsucommunications.com](http://www.dentsucommunications.com)

# The Assignment

- > Introduce Iyemon Cha, Suntory's bottled Japanese green tea, to San Francisco market
- > Translate phenomenal success in Japan to US
- > Build buzz and drive trial through publicity, events and viral marketing
- > Secure and media train spokespersons
  - ▶ Beverage expert Leslie Sbrocco and Master Tea Blender Ryoza Taniguchi, Fukujen
- > Launch [IyemonCha.com](http://IyemonCha.com) and a consumer newsletter to build a viral community of brand advocates



# Managing the ORGANIC Message

- Develop positioning on “100% USDA-approved Organic”
  - ▶ Exhaustive secondary and primary research; legal review
  - ▶ Reposition Japanese messaging for US consumer, regulatory and media audiences
  - ▶ Support organic/purity message with “all-natural,” “free of preservatives” positioning
- Craft messaging on product, collateral, press materials, website
- Train spokespersons, sales force, sampling staff on messages



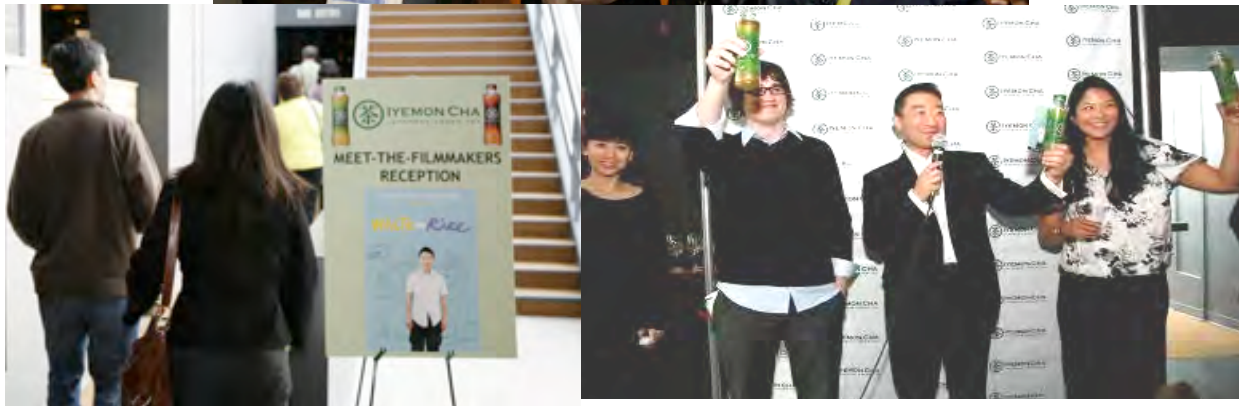
# Iyemon Cha Events

- Launch Iyemon Cha with a special event at San Francisco's DeYoung Museum attended by local media, opinion leaders and the trade to create buzz
- Create public sampling opportunities at top food festivals, including Millbrae Festival and Ghirardelli Chocolate Festival



# Iyemon Cha Toasts SFIAAFF

Sponsor exclusive movie event at San Francisco International Asian American Film Festival with world premiere of *White on Rice*, inviting press and public to mingle with the director and stars and sample Iyemon Cha



# Iyemon Cha Publicity Blitz

- > Broadcast interviews on KGO-TV (ABC San Francisco) “The View from the Bay” and KGO-Radio “Dining Around with Gene Burns”
- > Total print circulation of 10 million in consumer and trade press
  - ▶ 7x7 Magazine, Asian Week, Caviar Affair Magazine, Marin Magazine, Ms. Fitness, ON Magazine, Veg News
  - ▶ Beverage Digest, Beverage Industry, Beverage News Daily, Beverage Spectrum, Beverage World, Convenience Store Decisions, Grocery Headquarters, Organic Business News, Progressive Grocer
- > Total online circulation of 173 million
  - ▶ About.com, AOL Money&Finance.com, BEVNET.com, Chow.com, Forbes.com, Glam.com, MarketWatch.com, Reuters.com, YahooFinance.com







# Iyemon Cha Results: Trade Press

Cambridge, MA  
May 21, 2008  
Circulation: 159,625 visitors per month



## Roasted Green

Category: Tea; Unsweetened; Packaging: 12.2 fl oz

### BevNET Review:

The most obviously notable thing about Iyemon Cha's Roasted Green is the bottle, which we would be willing to wager costs significantly more than the fluid inside it. Using an hourglass shaped bottle with a beautifully designed (and perfectly applied) wrap label, the product has a very high quality feeling. The tea inside the bottle is good, with a nice nutty roasted flavor that helps offset the inherently grassy flavor of the green tea. Being an unsweetened offering seems like a questionable move, especially since the American palate probably can't discern between the likes of this and other commoditized larger sized offerings. Still, the packaging might sell, at least in some markets, and they have made a very nice effort job of creating elegance in a category that is typically rather pedestrian.

0 User Reviews: [Read](#) | [Post](#)

Added: 4/29/2008 | Updated: 5/19/2008 6:02:02 PM



Average User Rating



12345



## Original Green

Category: Tea; Unsweetened; Packaging: 12.2 fl oz

### BevNET Review:

Unlike its Roasted Green counterpart, this flavor has a lighter but more grassy body. The quality is otherwise the same in both the tea and packaging — it's really just a matter of preference. For us, the roasted is our choice, mainly because it's flavor is more complex and full bodied than Original Green. Overall, nice taste and very attractive packaging, but like its counterpart we question how far this unsweetened offering can go in the US market.

0 User Reviews: [Read](#) | [Post](#)



New York, NY  
June 2008  
Circulation: 40,042 per month



## Japanese brew

IYEMON CHA a refreshing bottled genuine Japanese green tea is coming to America. Manufactured by Suntory, it is being distributed in the U.S. by Calistoga Beverage Company, a subsidiary of Nestlé Waters North America. Available in Original Green Tea and Roasted Green Tea flavors, Iyemon Cha debuted in May in San Francisco, the first stop of a planned national rollout.

Free of preservatives and sweeteners, the pure, all-natural organic ready-to-drink tea uses tea from Kyoto, the ancient capital of Japan and the original source of Japanese green tea. Iyemon Cha is made here at Fukuji, founded in 1790, and one of Japan's top three sellers of green tea. The tea is blended by Ryozo Toniguchi, Fukuji's internationally renowned master green tea blender, who hand selects only the finest 100% USDA-approved organic tea leaves for blending.

Iyemon Cha is also the only bottled tea in the world to add a touch of matcha, a stone-ground tea of the highest quality, for extra richness. Matcha is made from the first, youngest leaves of the tea bush, which are covered for several weeks before harvest to slow down growth, imparting a more intense sweetness and depth of flavor when pulverized into a fine powder.

Bottled in Japan, Iyemon Cha is packaged in glass 12.2-ounce bottles that have a suggested retail of \$2.75. For more information, visit [www.suntory.com](http://www.suntory.com). —Richard Turak



## What's next

Editors' picks for innovative products

### Pure and simple

FREE OF ALL PRESERVATIVES AND sweeteners, Iyemon Cha, a premium organic Japanese green tea from Suntory, offers two smoothly refreshing flavors, Original Green Tea and Roasted Green Tea. Made entirely in Japan from 100 percent Japanese tea leaves and the purest refined water, Iyemon Cha is the only bottled tea in the world to include a pinch of matcha, or high quality stone-ground green tea, for added richness. Calistoga Beverage Co., a subsidiary of Greenwich, Conn.-based Nestlé Waters North America, distributes the product. The suggested retail price for a 12.2-ounce bottle is \$2.75. Contact Calistoga's Andy Hill at (707) 337-5510 or [andy.hill@waters.nestle.com](mailto:andy.hill@waters.nestle.com) for additional information.



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# Iyemon Cha Results: Online

San Francisco, CA  
 March 19, 2009  
 Online Circulation: N/A

## ART AND ENTERTAIN ME

FRIDAY, MARCH 19, 2009

### White on Rice Presented by Iyemon Cha



This bottled organic Japanese green tea, now distributed in the San Francisco Bay Area, made a splash way beyond tea-drinking culture on Tuesday. The world premiere of "White on Rice," a romantic comedy with the Japanese-American family at its core, was hosted by Iyemon Cha at the San Francisco International Asian American Film Festival at Sundance Kabuki Theatre. An elegant reception featuring Iyemon Cha original green tea (sencha) and roasted green tea (hojicha) paired with ares of ares was preceded the screening in a cozy San Francisco theatre. The film director, actors, producers, and the crew were present, and several cast members from the public at the screening. Written and directed by Dave Boyle, the film title refers to a proverb about things that "stick together like white on rice," while the story focuses around a likable goof (Hiroshi Watanabe) who lives in his sister's family home and daydreams about finding a wife and a job. According to Mr. Boyle, who speaks fluent Japanese after his stint as a Mormon missionary in Australia, the story was loosely based on his own life's episode when he lived in his sister's basement and feared for his future. Funny and poignant, the film features a wonderful team of actors, depict an array of hyperbolic yet recognizable situations, and keeps the viewer's interest all the way through. For more information, and to sign up for special offers, visit [www.iyemonchaevents.com](http://www.iyemonchaevents.com). Photo by Yuri Krasov, Director and actors at the Iyemon Cha reception.

PHOTO BY EMMA B. GAVIN ET ALIA  
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San Francisco, CA  
 December 14, 2008  
 Circulation: 36,868,453 visitors per month



### Real [and good] Bottled Tea

Sunday, December 14, 2008

I'm an equal opportunity tea sipper, once drinking thick, black English tea to such an extreme a doctor pal had to pull out his stethoscope to make sure I had a caffeine buzz, not an arrhythmia. So it's with some measure of experience, and an open mind, that I crack a couple of chilled bottles and sample the new Iyemon Cha — a Japanese green tea which made its U.S. debut in San Francisco this past summer at the de Young museum.



To be fair, my personal taste test isn't blind, there is no protocol, I don't pair anything or grind my own matcha in an attempt at authenticity. I am mindful of Iyemon Cha's tradition and lineage — made at the 200-year-old Fukuien tea house in Kyoto, with organic tea leaves selected by master green tea blender Ryozo Taniguchi. But the truth is, I'm on deadline. And my deliberate, slow sampling of those two bottles of tea seems like the perfect antidote to procrastination blues.

There are two bottled varieties you'll find around San Francisco, my personal best of the two being the Roasted Hojicha, with the toasted taste and aroma of my favorite steeped genmaicha (green tea with toasted rice). The other variety, original Green Sencha, is an early-harvest tea with a crisp, clean flavor — sencha being among the most popular green teas, known for its sweet/astringent qualities and balance. For green-tea neophytes, the astringent aspect can be an acquired taste, in which case I'd recommend starting with the Hojicha and working your palate toward the Sencha.

With a number of excellent tea rooms and vendors in San Francisco, getting a more esoteric variety of tea, like a sun-shielded gyokuro, isn't a huge challenge. What has been a task for me is finding a similarly high-quality tea already brewed and bottled, ready for the sipping, for those lazy or busy days when self-reliance isn't an option.



### World Premiere of "White on Rice"



Related Photos:



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 of the San Francisco International Asian American Film Festival as night. The public mingled with the film's director and cast at an exclusive pre-screening reception at Robert Redford's Sundance Kabuki Theatre.