

For Immediate Release March 9, 2016

“TSUBI SOUP,” the All Natural Premium Vegan Soup from Japan debuts in the U.S. at the Natural Products Expo West

Come and taste Tsubi Soup at the world's largest natural food expo - No artificial additives, Gluten Free, non-GMO and made in Japan with fully traceable ingredients.

Tokyo, March 9, 2016: Tsubi Soup will be showcasing in the United States for the first time at the Natural Products Expo West in Anaheim, CA. The expo will run from March 11th to 13th and Tsubi Soup is among the exhibitors at the Japanese government hosted JETRO booth. The founder of the Tokyo-based start up, Tsubasa Nishitani, combines her love of soups with the rising popularity of both Japanese cuisine and healthy & ethical food to make her own vegan soup company.

“People often sacrifice healthy meal choices in today’s hectic life, and end up consuming many chemical additives. I wanted to create a fast yet satisfying, healthy snack that was made purely from plants. We at Tsubi Soup believe that every mouthful of food should nourish and benefit your body, while minimizing the impact on our planet and the animals we share it with. This is why we’re committed to keeping Tsubi Soup 100% natural, vegan, delicious and nutritious as a home made soup” explains Tsubasa.

Tsubasa came up with the idea for Tsubi Soup after a decade of working at large IT & finance companies. Her long hours made nutritious meals difficult. After a health checkup in 2013, a dietitian recommended a switch to a plant-based diet. She did and her overall health and energy levels improved dramatically. Salads and nuts were her regular snack, but she wanted something warm and discovered there was a lack of delicious, vegan soups. The existing products didn't taste as good as the non-vegan soups and Tsubasa knew she had a market gap to fill.

Local Sourcing, Full Traceability, and Freeze Dried Technology

Tsubi Soup works with a local food company to source the highest quality vegan ingredient. Food origin and traceability was important and the factory is internationally recognized under ISO 22000:2005 certification which tracks the entire food chain from seed to table. Ingredients are sourced from the southern or northern ends of Japan and manufactured in a factory in Hyogo prefecture.

The fresh soup batches are pressed into single serving cubes using freeze drying technology. This removes the water, reducing the weight by up to 90% while maintaining up to 98% of the nutrients. They are super light and very easy to make. Just add boiling water and the tiny cube expands into a hearty soup with chunky vegetables. They are popular with office workers, outdoor enthusiasts, busy mothers feeding their children and anyone looking for a light meal. Each pack is just 35-40 calories.

The three initial miso soups appeal to different palettes.

“BLENDED MISO SOUP WITH WHOLESOME VEGETABLES” – crunchy spinach, carrots and cabbage in a regular miso broth.

“WHITE MISO SOUP WITH SEAWEED, TOFU and FRIED TOFU” – seaweed, silken tofu and fried tofu in a white miso broth.

"DARK MISO SOUP WITH MUSHROOMS AND SPICE" – Four types of Japanese mushrooms in a dark miso broth with a ichimi spice.

New Flavors, New Markets

The popularity of the initial miso flavors helped the company sell out of the first batch of 12,000 soups just three months after launching in Japan. The company is adding on three new flavors this Spring. Tsubi Soup is currently available in a dozen stores in Hong Kong and Japan and ships globally from their Tokyo headquarters. With their recent FDA approval, they are expanding into the U.S market among other countries and are looking for distributors in several more.

Tsubasa will be showcasing at the Natural Food Expo West in Anaheim March 11-13 and at the Tokyo Health Industry show March 16-18. Come stop by and say hello!

【Natural Products Expo West 2016】

Projected to be the largest in its 36-year history, the sold out trade-only event will play host to more than 3,000 companies and 70,000 attendees.

Date: March 11-13 2016

VENUE: Anaheim Convention Center

800 West Katella Avenue, Anaheim, CA 92802 USA

JETRO Pavilion: Booth No.5884

Level0 (LG) Hall E NATURAL & SPECIALTY FOODS

<http://www.expowest.com/ew16/public/enter.aspx>

【34th Tokyo Health Industry Show】

The largest and longest running health-related trade show event held in Japan with an expected attendance of 40,000 industry professionals.

Date: March 16-18 2016

VENUE: Tokyo Big Sight West Halls 1 & 2

Booth 1N-41 (Super Foods Section)

3-11-1 Ariake, Koto-ku, Tokyo, Japan 135-0063

<http://www.this.ne.jp/eng/>

About Tsubasa Global Limited: Founded in 2014, Tsubasa Global operates food and beverage distribution, sales and exportation.

Original product "Tsubi Soup" is gaining worldwide recognition with positive reviews from the vegan community and recently featured in the British issue of Vogue magazine.

About JETRO - The Japan External Trade Organization: JETRO is a non-profit, government-funded organization that works to promote mutual trade and investment between Japan and the world.

Visit the website for more details.

<http://www.tsubisoup.com>

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