



Asia's Heritage Companies Team Up to Innovate and Create Japanese Confectionery with Premium Bird's Nest

- A strong endorsement of Eu Yan Sang by Toraya, a celebrated Japanese confectionary company which was founded in the early 16th Century in Kyoto where it later became a purveyor to the imperial court
- The collaboration introduces Eu Yan Sang's high quality bird's nest as a new ingredient in traditional Japanese confectionery, known as *wagashi*
- The collaboration creates opportunities for consumers to re-imagine Toraya's innovative approach to *wagashi*
- A month-long exhibition launched in Tokyo to mark the start of an ongoing collaboration between the two companies

Tokyo and Singapore, 27 October 2015 – Toraya Confectionary Co. Ltd (“Toraya”), the confectionery maker and purveyor to the Japanese imperial court around the 16th century, and Eu Yan Sang International Ltd (“EYSI”), Asia's largest traditional Chinese medicine (TCM) group outside China, are joining forces to re-imagine traditional Japanese sweets with a unique twist by infusing high quality edible bird's nest.

The result of this collaboration will be launched on November 2, 2015 at a specially-curated exhibition in Toraya's Tokyo Midtown shop in Roppongi, Tokyo, featuring a sampling of Toraya's new bespoke *wagashi*—‘*Em-bu-kan*’ (燕舞羹). The month-long exhibition aims to create conversations and appreciation around food therapy and TCM ingredients through the art of the five senses—sound, texture, taste, scent and appearance. As part of the exhibition, the origins and samples of raw bird's nests are on display alongside the edible bird's nest-inspired *wagashi*.

Some of the important guests gracing the launch of the exhibition include officials and representatives from the Singapore Embassy, Japan External Trade Organisation, Hong Kong Trade Development Council and International Enterprise Singapore.



Em-bu-Kan, the bird's nest inspired wagashi



Bottled edible bird's nest with exclusive gift packaging design

This collaboration was conceived by EYSI and Toraya after a year-long effort to discover opportunities for innovation. This collaboration has allowed both companies, of rich heritage and tradition, to tap on each other's strengths and presence in their respective markets. Both companies have developed over the years of tradition and philosophy, and are trusted and respected for their commitment to quality products by generations of customers.

Toraya has always incorporated various ingredients in *wagashi*. However, this is the first time Toraya's *wagashi* incorporates bird's nest, a delicacy credited for its medicinal powers popularised in China since the 15th Century. To retain the delicate texture and subtle taste of *wagashi*, it requires skilled craftsmanship and premium quality bird's nest to create an ideal fusion.

For EYSI, this presents an opportunity to introduce edible bird's nest to the Japanese community. For Toraya, the collaboration offers a right partner for safe, premium edible bird's nest for the *wagashi*.

On the collaboration, EYSI said that they are deeply honoured to be partnering with Toraya, a respectable Japanese company with nearly 500 years of heritage, as it bears testament to Eu Yan Sang's standards of quality. This is the beginning of a partnership bound by common goals of Eu Yan Sang and Toraya in keeping traditions alive and innovating to exceed the expectations of consumers. It offers exciting opportunities for Eu Yan Sang to be recognised beyond its core markets.

On the exhibition and partnership, Toraya approached the project with the goal to inspire. The edible bird's nest is the confectioner's source of inspiration.



The concept of food therapy Eu Yan Sang advocates is intriguing because not only does it inspire a whole new taste category, it also adds a new dimension to product development. The project strikes a fair balance in exploring these new directions while also meeting the expectations of customers who have grown up with the Toraya and Eu Yan Sang brand.

The *wagashi* with edible bird's nest and bottled edible bird's nest with exclusive gift packaging design are available at selected Toraya stores in Tokyo. Details of exhibition venue and times are as follow:

Exhibition Period: November 2 – 30, 2015

Tokyo Midtown Shop

D-B117, 9-7-4 Akasaka, Minato-ku, Tokyo
(Tokyo Midtown Galleria B1F)
11:00-21:00 (Every day)
●Tea Room
11:00-21:00 (Every day)
Closed 1st of January

Ginza Shop

7-8-6 Ginza, Chuo-ku, Tokyo
10:00-20:00 (Weekdays and Saturdays)
10:00-19:00 (Sundays and national holidays)
●Tea Room
11:30 - 19:30 (Weekdays and Saturdays)
11:30 - 19:00 (Sundays and national holidays)
Closed 1st of January

Imperial Hotel Shop

1-1-1 Uchisaiwai-cho, Chiyoda-ku, Tokyo
(Imperial Hotel of Tokyo, Main Building, Basement floor)
10:00-19:00 (Weekdays and Saturdays)
10:00-18:00 (Sundays and national holidays)
●Tea Room
11:00-18:30 (Weekdays and Saturdays)
11:00-17:30 (Sundays and national holidays)

For further information, visit EYSI at www.EuYanSang.com and Toraya at www.toraya-group.co.jp/english

—END—



About Toraya

Toraya, a maker of *wagashi* (traditional Japanese confectionery), was founded in the early 16th century in Kyoto where it became a purveyor to the imperial court during the reign of Emperor Goyozei, which was from 1586 to 1611.

Toraya established a foothold in Tokyo in 1869, after the national capital was transferred there on the heels of the Meiji Restoration. At present, Toraya has three factories and approximately 80 shops throughout Japan, in addition to a boutique in Paris.

Toraya gives careful attention to every detail of *wagashi* production, from the critical selection of ingredients to marketing and sales. Our abiding corporate principle is “to please customers with delicious *wagashi*,” and we hope this leads to an experience that enhances customer appreciation of Japanese culture, of which *wagashi* is a part.

About Eu Yan Sang

Listed on the Singapore Exchange, Eu Yan Sang International Ltd (Eu Yan Sang) is a leading integrative health and wellness company with a unique heritage in Traditional Chinese Medicine (TCM). Established since 1879, Eu Yan Sang dedicates its business to offer the best natural healthcare products and services by combining nature, tradition and science to help its customers realise good lifelong health.

Synonymous with quality, Eu Yan Sang is a household name in Asia trusted for its stringent quality control of the entire supply chain, manufacturing standards and customer service. It has won the Barclays-Ernst & Young Family Business Award of Excellence and the Best Managed Board, bronze award in the mid-cap category of Singapore Corporate Awards in 2015.

Today, it operates a network of 268 retail outlets, 4 food and beverage outlets and 35 TCM clinics across Singapore, Malaysia, Hong Kong, China and Australia. Apart from its own network, Eu Yan Sang products are also available online at www.EuYanSang.com and other third-party stores worldwide.

For more information, please contact:

Weber Shandwick

Karen Yap
T: +65 6825 8068
M: + 65 9738 6291
E: kyap@webershandwick.com

Toraya Confectionery Co.Ltd.

Yoko Okuno
T: 81-3-3408-4128
E: kouhou@toraya-group.co.jp

Eu Yan Sang International Ltd

Cecilia Soh
T: +65 6704 9626
M: +65 9027 5455
E: cecilia.soh@euyansang.com