

Meiji Co., Ltd.
April 21, 2025

Enjoy the Umami Flavor and Bitterness of Matcha that is Loved Worldwide!
Introducing a green tea ice cream made using matcha from Kyoto Uji Sohonke Tsujiri
Featuring a multilingual label to share information with inbound visitors

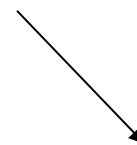
Tsujiri Okoi Matcha Chocolate & Crunch

Newly available from April 21 | Limited to convenience stores nationwide

Meiji Co., Ltd. (President and Representative Director: Katsunari Matsuda) is pleased to announce the launch of Tsujiri Okoi Matcha Chocolate & Crunch, a green tea ice cream from the Tsujiri brand made using matcha from the Kyoto Uji Sohonke Tsujiri. Only available at convenience stores nationwide, sales of Tsujiri Okoi Matcha Chocolate & Crunch begin from April 21, 2025.



Tsujiri Okoi Matcha Chocolate & Crunch (90ml)
MSRP: 216 yen (tax included)



[Reverse side]

<p>伝統のおいしさ「辻利」 京都宇治總本家「辻利」は萬 延元年（一八六〇年）に創業 した茶の老舗です。本商品は 伝統ある辻利の抹茶を使用 した、こだわりの抹茶アイスで あり、風味豊かな抹茶のあじ わいをお楽しみいただけます。</p>	<p>Tsujiri, a traditional Japanese delicacy Kyoto Uji Sohonke "Tsujiri" is a long-established tea company founded in 1860. Enjoy the rich green tea flavor of this selected matcha green tea ice cream, made with Tsujiri's traditional matcha green tea.</p>	<p>傳統的美味「辻利」 京都宇治總本家「辻利」 是一家創立於1860年的 老字號茶舖。本產品是採 用傳統辻利抹茶製成的講 究抹茶冰淇淋，能品嚐到 濃郁的抹茶風味。</p>
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Labeling in Japanese, English, and Traditional Chinese

Tsujiri Okoi Matcha Chocolate & Crunch is a highly satisfying ice bar that allows you to fully appreciate Japanese green tea by bringing together matcha ice cream, matcha chocolate, and a matcha crumble made using Tsujiri matcha. This combination of rich matcha ice cream, melty matcha chocolate, and a crunchy matcha crumble offers a wonderful way to enjoy the tastes of matcha and chocolate together with a crunchy texture.

Founded in 1860, Kyoto Uji Sohonke Tsujiri is a storied brand of Uji matcha with a history dating back over 160 years. Tsujiri matcha is made using Uji green tea leaves carefully selected by tea masters whose traditions and skills are handed down from generation to generation.

For this product, we changed the matcha content of the ice cream, increasing it by 20%* to further boost the enjoyment that comes from the unique bitterness and astringency of matcha.

We also used multilingual labeling on the package to create an opportunity for consumers to get to know the Tsujiri brand, which we hope will further stimulate demand among inbound travelers.

Through the release of this product, we are further spreading the tastiness and enjoyment of Japanese ice cream while also contributing to the healthy daily lives of our customers.

*Compared to other Meiji products in the ice cream category.

**Also available under the Tsujiri brand!
Ice cream bars featuring a blend of two
types of matcha!**



Tsujiri Okoi Matcha <Multi-bar Pack> (40ml x 7) MSRP: 680 yen (tax included)

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