

CJ Japan to showcase nutrition solutions at Hi Japan 2023

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CJ Japan, the Japanese business headquarters of the global leading fermentation-based ingredients and solutions manufacturer CJ Food & Nutrition Tech (CJ FNT), will showcase its new innovative technologies and products at Hi Japan 2023: Annual Health Ingredients Exhibition in Tokyo, Japan. The event will take place in Tokyo Bigsight Exhibition Center on October 4-6. At booth #1-334, CJ Japan will showcase CJ FNT's differentiated TasteNrich brand products and technologies through applications to various food samples in two categories: Premium Taste Solutions and Premium Nutrition Solutions.

Through these application zones, CJ Japan plans to demonstrate the value it delivers to customers as a total solution provider in the global food & nutrition markets.

In the Premium Taste Solutions zone, CJ Japan will feature its market-leading taste solutions including TasteNrich. Visitors can also explore other natural replacement solutions for sodium reduction, phosphate replacement and plant-based taste in this zone. The company will also present newly launched nutrition solution brands such as WellNrich and ActiveNrich in the form of gummy supplements in the Premium Natural Nutrition Solutions zone. These gummies are made of organic mineral and antioxidant ingredient solutions. This zone also exhibits the plant-based, food-grade amino acid brand AMINATURE.

"We believe Hi Japan 2023 will be a great platform for industry professionals to learn about our unique brand values and technologies," said Lance Choi, Head of CJ FNT. "To be at the forefront of innovation and become the No. 1 global solution provider in the food & nutrition industries, CJ FNT will continue to make strategic investments in R&D in new areas, including alternative and cultured protein."