

## Lee Kum Kee Expands India Foodservice Portfolio with Japanese-Style Soy Sauce

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Lee Kum Kee Sauce, the global leader in authentic Asian sauces and condiments, has expanded its foodservice product portfolio in India with the launch of Lee Kum Kee Japanese Style Soy Sauce. Introduced alongside its authorised and exclusive import and distribution partner for North India, Earthling Consumer Products Pvt. Ltd., the new product supports the growing demand for authentic Japanese cuisine across India's foodservice industry.

Lee Kum Kee Japanese Style Soy Sauce is naturally brewed, with the first draw essence extracted. It delivers a rich aroma with balanced umami suitable for a wide range of culinary applications. From sushi and donburi to stir-fries, marinades, glazes, grilled meats, seafood and contemporary Asian cuisine, the product enables chefs to create authentic flavours while maintaining consistency at scale. It contains no added MSG, is Halal-certified and suitable for vegetarians.

Ashok Pandey, Associate Business Director -India & MEA of Lee Kum Kee Sauce, said, "India is one of the most exciting growth markets for Asian cuisine today, and chefs need ingredients that taste right and perform consistently in their busy kitchens. The launch of the Japanese Style Soy Sauce reinforces our commitment to supporting the continued growth of Asian cuisine in India by providing chefs with authentic, high-quality ingredients they can trust."

Speaking on the partnership, Shippy Sharma, Managing Director, Earthling Consumer Products Pvt. Ltd., said, "Japanese cuisine continues to gain wider acceptance across India's foodservice industry. Our partnership with Lee Kum Kee enables us to provide chefs and foodservice operators with high-quality ingredients that support consistency, reliability, and everyday kitchen operations."