

## Sales Notice: Asahara Brewery Co. Ltd. to Sell Various Alcoholic Drinks Containing 5-ALA

We at neopharma Japan are pleased to announce that, from June 30<sup>th</sup> onwards, Asahara Brewery Co. Ltd. shall begin to sell alcoholic drinks which contain 5-ALA food-grade ingredients produced at neopharma Japan's own Fukuroi Plant.

The 5-aminolevulinic acid (5-ALA phosphate) produced by NPJ is registered as an ingredient fit for use in food products, and already it has been mixed into various confectionaries and beverages. Now, a new initiative from Asahara Brewery Co. Ltd. has led to the development of a range of alcoholic beverages which contain 5-ALA, including low-malt beer, plum wine, and yuzu wine. That 5-ALA can be successfully mixed into alcoholic beverages suggests that we can open further avenues for product development in the future.



(Left to right: 5-ALA Yuzu Wine, 5-ALA Low-Malt Beer, 5-ALA Plum Wine)

【Product Introduction】

**5-ALA Low-Malt Beer:**

A low-malt beer with a rich full-bodied flavor, a touch of bitterness, and a refreshing thirst-quenching taste, made with a rich blend of German malt and hops.

(Volume: 330ml, Case: Bottle, MSRP: ¥591 (excl. tax), Item: Low-Malt Beer, Malt Usage Rate: Above 50%, ABV: 5%)

**5-ALA Plum Wine:**

A fruity plum wine with a light level of sweetness, made using extracts taken from an abundance of green plums grown in Saitama Prefecture.

(Volume: 300ml, Case: Bottle, MSRP: ¥650 (excl. tax), Item: Liquor, ABV: 10%)

**5-ALA Yuzu Wine:**

A yuzu wine made from carefully selected domestic yuzu juice, with no flavorings or colorings added. This juice-filled sake is packed with both a refreshing aroma and a fresh tart flavor.

(Volume: 300ml Case: Bottle, MSRP: ¥680 (excl. tax), Item: Liquor, ABV: 7%)

【Product Sales Website】

Asahara Brewery Co. Ltd. Official Online Shop “Suteki Japan Shop”

<https://www.sutekijapanshop.com/home>

【Product Sales Enquiries】

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