

Japan Beverage Corporation Unveils Sushi Energy Drink: A Bold Fusion of Tradition and Innovation



Tokyo, Japan Apr 23, 2025 ([IssueWire.com](https://www.issuewire.com)) - Japan Beverage Corporation, a leader in innovative beverage solutions, has announced the launch of Sushi Energy Drink, a groundbreaking new product that blends the bold flavors of sushi with a revitalizing energy boost. This first-of-its-kind drink is set to redefine the energy beverage market by introducing a uniquely Japanese twist to the category.

Infused with the umami essence of nori (seaweed), wasabi, and a hint of soy sauce, Sushi Energy Drink offers a daring yet refreshing flavor experience. The formula is also enriched with essential B vitamins, natural caffeine from green tea extract, and taurine to provide sustained energy without the crash associated with traditional energy drinks.

“Japanese cuisine is renowned for its balance of flavors and nutritional benefits. With Sushi Energy Drink, we wanted to capture that essence and combine it with the functional benefits of an energy beverage,” said Hiroshi Takahashi, CEO of Japan Beverage Corporation. “This product is designed for adventurous consumers who crave something beyond the ordinary.”

Available in sleek 250ml cans, Sushi Energy Drink will first launch in select markets across Japan, with international expansion planned for later this year. The beverage will be available at convenience stores, supermarkets, and online retailers.

To celebrate the launch, Japan Beverage Corporation is hosting a nationwide tasting tour at select sushi bars and gaming cafés, allowing consumers to experience the bold fusion of sushi-inspired flavors and energy-enhancing ingredients firsthand.

Sushi is widely recognized for its numerous health benefits, primarily due to its nutrient-rich ingredients. Fish, a staple component of sushi, is an excellent source of lean protein and omega-3 fatty acids, which support heart health, reduce inflammation, and promote brain function. Additionally, sushi often includes seaweed, a superfood packed with essential minerals like iodine, iron, and calcium, which contribute to thyroid health and bone strength. The presence of rice, particularly brown rice in some variations, provides complex carbohydrates for sustained energy, while wasabi and ginger offer antibacterial properties and aid digestion.

Beyond its nutritional content, sushi is a great option for maintaining a balanced diet due to its low-calorie and high-protein nature. Consuming sushi can support weight management by providing a satisfying yet light meal, reducing the likelihood of overeating. The combination of fiber from vegetables, healthy fats from fish, and antioxidants from seaweed and soy sauce helps regulate blood sugar levels and boost the immune system. Additionally, sushi is often served in small, controlled portions, encouraging mindful eating habits that promote better digestion and overall well-being.

For more information on Sushi Energy Drink and retail availability, visit <https://japanbeverage.blogspot.com> or follow @JapanBeverage on social media.

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Watch The Japanese Tradition - Sushi teaser video:

<https://www.youtube.com/watch?v=3nQ6c7WludE&t=176s>

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