

Kiyomizu Group Launches SUPPON ENERGY DRINK

A new functional beverage inspired by 4,000 years of East Asian tradition



Tokyo, Japan Nov 30, 2025 ([IssueWire.com](https://www.IssueWire.com)) - Kiyomizu Group today announced the official launch of SUPPON ENERGY DRINK, a contemporary wellness beverage formulated with 333 mg of pure powdered extract from commercially cultivated freshwater Suppon turtle (*Pelodiscus sinensis*) per 250 ml can.

“Suppon,” the Japanese name for the Chinese softshell turtle, has been valued as a luxury delicacy and traditional health food across East Asia for millennia. Its use is recorded in ancient Chinese imperial cuisine more than 4,000 years ago, and it remains widely associated with vitality, nourishment, and stamina in Japan, China, and Korea.

A Modern Beverage Inspired by Ancient Tradition

Suppon is naturally rich in amino acids, calcium, iron, unsaturated fatty acids, vitamins, and minerals. In Japan, its essence has long been incorporated into specialty cuisine and traditional tonics, especially among those seeking nourishment, energy, and overall wellness support.

SUPPON ENERGY DRINK delivers these traditional ingredients in a convenient, ready-to-drink format, making one of Asia’s most iconic energizing foods accessible to modern consumers.

Traditionally Recognized Benefits

While scientific findings continue to evolve, Suppon has historically been associated with a wide range of traditional wellness beliefs, including:

Support for stamina and physical vitality, long valued by athletes in East Asia

Contribution to skin clarity and overall complexion through traditional belief in its blood-cleansing properties

Support for general well-being, including traditional uses related to the head, neck, and shoulders

Longstanding associations with kidney and liver support in traditional dietary contexts

High levels of unsaturated fatty acids, traditionally linked with circulation and overall vitality

Use as a recovery food for those seeking nourishment and strength during convalescence

Consumers have also historically regarded Suppon as a food that supports resilience to stress, helps maintain overall vitality, and contributes to balanced nutrition thanks to its high-quality proteins and micronutrients.

Bringing a Rare Ingredient to Everyday Life

“Suppon has been treasured for centuries, yet it has remained difficult for most people to access,” said Gerald Haraguchi, spokesperson for Kiyomizu Group. “SUPPON ENERGY DRINK honors this heritage

while introducing a modern, convenient way for today's consumers to enjoy one of Japan's most celebrated traditional wellness foods.”

SUPPON ENERGY DRINK is now available through select retailers, specialty stores, and online channels. For more information, please visit the company website.

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