

Seven-Eleven Japan Launched Asahi Tung Ting Oolong Tea, An Original Item Marked with 7-Eleven Logo

Seven-Eleven Japan and Asahi Soft Drinks Co., Ltd., announced the joint development of Asahi Tung Ting Oolong Tea (500 milliliters), an original item marked with the 7-Eleven Logo that was developed through a team merchandising effort. The product will go on sales at 7-Eleven stores nationwide starting June 17.

The new Asahi Tung Ting Oolong Tea features a refreshing and exotic fragrance with a mild sweet taste. A genuine Tung Ting Oolong tea made in Taiwan, it has a completely different taste from the usual oolong teas in Japan.

In making Taiwanese Tung Ting Oolong tea, the fermented tealeaves are carefully wrapped in white cloth and kneaded over and over again to bring out its special exotic fragrance. Among Taiwanese oolong teas, it is a highly popular luxury tea. To strengthen the exotic fragrance on which the tea's reputation depends, the basic ingredients were carefully selected. The tea used is 100% Tung Ting Oolong tea harvested from Tung Ting mountain, which is in a range of mountains to the east of LuKu, NanTou county in Taiwan, at an altitude of 800 meters. It has a refreshing and exotic fragrance similar to an orchid, a mild sweetness, and a flavor that is both brisk and hearty.

In the package design, the 7-Eleven logo has been included to clearly advertise that it is available only at 7-Eleven stores. The background color is blue with a band of gold in the upper portion of the bottle to reflect the refreshing and luxuriant aspects of Tung Ting Oolong Tea--the product's special features. To suggest the genuine quality of this oolong tea, a Chinese-style cloud design, which is said to bring good luck, has been used.

Tung Ting Oolong Tea was first sold at 7-Eleven stores in Nagano Prefecture starting on May 13. It was an explosive hit; popular enough that some stores were selling more than 200 bottles a day. Many customers commented that it was "mild and smooth," and "had a excellent fragrance very different from other oolong teas." With the start of nationwide sales, we have great expectations that many more customers will come to know and appreciate the genuine taste of Taiwanese oolong tea with its highly differentiated taste and quality.

Seven-Eleven Japan and Asahi Soft Drinks intend to continue to accurately grasp customers needs in developing and supplying customers with high-value products.