

Contact:  
Sue McGovern  
McGovern Communications  
(781) 648-7157  
[sue@mcgov.com](mailto:sue@mcgov.com)



## **Nasoya Celebrates its New Look, New Website & New Tofu Plus Line with “Tofu Trivia Tweet Up!” at Expo West in Anaheim**

March 3, 2010 Ayer, MA – Soy Foods innovator Nasoya will celebrate its fresh new look, new website and new Tofu Plus product line at the “**Nasoya Tofu Trivia Tweet Up!**” on Saturday, March 13th, from 3:00-6:00 p.m. at Natural Products Expo West, Booth 2142, Anaheim, CA. *(Follow the event on Twitter at [www.twitter.com/nasoya](http://www.twitter.com/nasoya) .)*

“The challenge the tofu category faces is that even consumers open to tofu, they are not sure what to do with it” said Susan Rolnick, Nasoya Marketing VP.” We are looking to make tofu less “scary” and more approachable and fun.”

Prizes for the tofu trivia contest include high quality tofu presses from Tofu Xpress, steel water bottles, and necklaces and T-shirts featuring specially commissioned art inspired by the Nasoya logo’s leaves. Nasoya’s sampling menu for the festivities includes delicious Spinach Feta Ravioli, Chocolate Silken Style Creations and Chef’s Eggless Salad.

“Nasoya is having fun using a new lighthearted approach to promoting its healthy, Asian-inspired product line,” said Rolnick. “The new Nasoya website offers a full library of recipes and how-to-cook videos from professional chefs and bloggers. Our new tag-line – ‘no chopsticks required’ - is easy, friendly and fun. We’re excited!”

The March 13<sup>th</sup> Tweet Up also marks the launch of Nasoya’s new Tofu Plus line, including the nation’s first and only organic tofu “beefed up” with nutrients needed by people looking to lower or eliminate meat from their diet without sacrificing nutrition and new Sprouted Tofu Plus Super Firm, higher in protein with added nutrients.

Extra Firm and Firm Tofu Plus are fortified to provide 20 percent of the daily nutritional requirements of the vital nutrients that can be harder to get when meat is less prevalent in the diet. These include B-2, B-6, B-12, D-2 and Calcium. Super Firm Sprouted Tofu Plus delivers a solid 10 grams (20 percent daily value) of heart-healthy protein per serving. Each Tofu Plus is low in saturated fat, free from sodium and cholesterol, is a good source of Iron, and contains naturally occurring phosphorous.

***NASOYA: NO CHOPSTICKS REQUIRED!***

The top selling tofu in America, Nasoya has provided delicious, premium quality soyfoods to consumers for more than 30 years. Its innovations include organic Tofu Plus, all-natural Silken Style Creations, fresh, all-natural pasta noodles and wraps, and the popular sandwich spread Nayoanise. Look for Nasoya at leading supermarkets, whole foods grocers and specialty shops nationwide. [www.nasoya.com](http://www.nasoya.com))

***Editors: For booth meetings, samples, interviews & photos, contact Sue McGovern [sue@mcgov.com](mailto:sue@mcgov.com).***

Contact:  
Sue McGovern  
McGovern Communications  
(781) 648-7157  
[sue@mcgov.com](mailto:sue@mcgov.com)



## **TOFU INNOVATOR NASOYA INTRODUCES “TOFU PLUS” The First Tofu “Beefed Up” with the Vitamins & Minerals of Meat --- and It’s Organic!**

**March 12, 2010 Ayer, MA** – TOFU PLUS, the nation’s first and only tofu “beefed up” with nutrients needed by people looking to lower or eliminate meat from their diet without sacrificing nutrition, is being introduced by Nasoya, America’s leading tofu company ([www.nasoya.com](http://www.nasoya.com)), on March 12-14 at Natural Products Expo West in Anaheim, CA.

TOFU PLUS is fortified to provide 20 percent of the daily nutritional requirements of the vital nutrients that can be harder to get when meat is less prevalent in the diet. These include B-2, B-6, B-12, D-2 and Calcium. TOFU PLUS is also low in saturated fat, free from sodium and cholesterol, is a good source of Iron, and contains naturally occurring phosphorous. Made from premium quality, organic soy beans, TOFU PLUS is produced in Nasoya’s organic-certified plant outside of Boston.

“We’re all taking steps to be healthier, and eating less meat is a choice many are making. But many consumers worry that veggie-based foods like tofu may not provide all the nutrients they get in meat,” said Susan Rolnick, Nasoya Marketing Director. “Nasoya designed TOFU PLUS to make this transition easier for consumers. We fortified TOFU PLUS with B vitamins, Vitamin D and Calcium, some of the essential nutrients found in meat, but not in traditional tofu.”

Replacing three ounces of meat (the size of a medium hamburger) with the same amount of TOFU PLUS, avoids 6 grams of saturated fat and 53 milligrams of cholesterol, without any loss of B vitamins, Calcium or Vitamin D, noted Rolnick. It’s sodium free, a good source of Iron, and contains naturally occurring phosphorous.

TOFU PLUS comes in two popular textures: Extra Firm, for a solid, meaty consistency, such as for grilling, baking or in a stir fry; and Firm, best for crumbling on salads, scrambling as an egg substitute, or in chili or dips. For tasty, quick recipes ideas, visit the Nasoya Recipe library at [www.nasoya.com](http://www.nasoya.com).

"Nasoya is demystifying healthful Asian food for everyday America," explained Rolnick. "Not only is tofu healthy, but it provides a fun way to be creative in the kitchen and contributes to an overall balanced lifestyle." The launch of TOFU PLUS will be celebrated with nationwide consumer contests, couponing, blogger outreach, a Twitter program, and key city sampling.

### **NASOYA: NO CHOPSTICKS REQUIRED!**

The top selling tofu in America, Nasoya has provided delicious, premium quality soyfoods to consumers for more than 30 years. Its innovations include organic TOFU PLUS, all-natural Silken Style Creations, fresh, all-natural pasta noodles and wraps, and the popular sandwich spread Nayo-naise. Look for Nasoya at leading supermarkets, whole foods grocers and specialty shops nationwide. [www.nasoya.com](http://www.nasoya.com).



## Nasoya® Brand Fact Sheet

### About Nasoya

Nasoya is synonymous with quality and trust, which is why we have been the country's #1 brand of tofu for over 20 years! Made with whole organic soybeans (and no genetically modified ingredients,) you can taste the premium quality in every bite.

Nasoya was founded in April of 1978 when two young entrepreneurs began producing tofu in a converted barn in Leominster, Massachusetts. By 1984, Nasoya had grown to produce over 25,000 pounds of tofu per week and by 1987, had grown to produce over 60,000 pounds of tofu per week.

To keep up with demand, Nasoya moved to a 28,000 square foot production facility and installed state of the art production equipment. With the new expansion and equipment upgrade, coupled with the increasing demand for health conscious food products in the market, propelled Nasoya to grow to become the #1 brand of tofu on the east coast of the United States.

By 1990, Nasoya was acquired by **Vitasoy USA, Inc.**, North America's largest producer and marketer of soy-based products. With Vitasoy's substantial resources and know-how, Nasoya has been able to expand its product line, continuing to grow acceptance and use of soy based products through education marketing and develop products that meet the needs of food-savvy consumers with increasingly busy lifestyles.

### Products

Nasoya is demystifying healthful Asian food for everyday America.

- Nasoya Tofu is USDA certified organic, made with 100% whole organic soybeans. It's available in a variety of textures, including:
  - Super Firm Cubed – Conveniently pre-cut, perfect in stir-fry or atop salad
  - Extra Firm – ideal for stir-frying, broiling, hearty stews and casseroles
  - Firm – perfect for slicing, dicing and pan-frying
  - Soft – great for sauces, soups and salads
  - Silken – a delicate tofu with a smooth consistency, excellent for blending into dressings, dips and creamy desserts



## Nasoya® Brand Fact Sheet

- The Nasoya brand also offers two all-natural Lite Tofu products made with whole organic soybeans and is available in two textures, including Lite Firm and Lite Silken (neither are USDA Certified Organic).
- Nasoya is also the #1 brand of fresh, refrigerated won ton and egg roll wraps as well as Asian-style noodles. Made using traditional egg and flour pasta ingredients, Nasoya pastas are all natural and always fresh.
- Nasoya Nayonaise® was the first vegan, soy based mayonnaise alternative in the marketplace. Nayonaise is an egg free sandwich spread that is cholesterol free making it a healthier option to traditional mayonnaise and is available in original, fat free, and Dijon style.

### **Innovation**

Always striving to meet the changing needs of consumers, Nasoya is committed to developing delicious new product offerings. In 2009 Nasoya launched Silken Style Creations, a silky flavored tofu product perfect for dairy and lactose-free smoothies and desserts. Nasoya Silken Style Creations are also gluten-free and cholesterol-free. Nasoya Tofu Plus was also launched in 2009. Tofu Plus is specifically formulated to provide some of the essential nutrients found in meat that are not present in regular tofu. Tofu Plus is perfect for consumers who follow a low or no meat diet and are concerned about getting the nutrition they need.

Nasoya products are found in the refrigerated area of the produce section in grocery retailers. Nasoya Nayonaise can also be found in the condiments aisle.

For more information visit [www.nasoya.com](http://www.nasoya.com).