



## Introducing 2 Brand Products

Ise-Suzuki Egg India has reviewed brand and price confusion in the market. We also meet with diversified customers' needs and will launch a new package.

The new package will launch on June 24.

### <new> Ise Egg Premium **Super Fresh**:

Ise Foods Inc.'s specialist carefully select the healthy hens in selective poultry farms and check quality of hens and feeds they eat. Feeds are natural and enhanced for **rich yolk color**.

The quality eggs are machine-washed, UV sanitized packed in a Japanese standard hygienic factory in Noida. They are maintained in 15~20 deg C room temperature and transported by reefer trucks supported by Suzuki Motor and Denso for the **first time in India**. Super Fresh is almost **the same quality as Ise's eggs sold in Japan**. Super Fresh is the only fresh egg we guarantee to be **eaten raw** in India.

Existing price carry over:

6 pack INR 150/-

10 pack INR 240/-

### <existing> **Ise Egg Premium**:

The Japanese specialist carefully select the farms and good **eggs of moderate yolk color**. They are machine washed and UV sanitized in the Japanese standard hygienic factory in Noida. They are also transported by cold chain to keep them fresh. We made efforts to make better procurement to reduce the price so that it becomes more affordable for wider customers. We are happy that we can make more Indian people **enjoy the Japanese standard of hygienic eggs. Japan is a synonym of quality. So is Ise Egg Premium**.

Reviewed price:

6 pack INR 75/-

10 pack INR 120/-

25 pack INR 300/-