

**Japanese tea beverage “Oi Ocha”
sold more than 20 billion bottles in total!**

(Converted to 500ml bottle)

Total sales volume of Japanese tea beverage “Oi Ocha”, manufactured and sold by ITO EN, LTD., exceeded 20 billion bottles in December, 2011. (※)

(※) Converted to 500ml bottle

In 1985, ITO EN successfully brought green tea to the market in ready-to-drink form by releasing canned green tea “Sencha”. We then changed the name to “Oi Ocha” in February 1989 and the name has been used ever since. As a specialist of green tea, ITO EN has been expanding its product lineup corresponding to the diversity of tastes, including “Koi Aji (rich taste)”, “Hojicha”, and “Genmaicha”, while continue to focus on “using 100% Japanese-grown tea leaves”, “no additives”, “nature tasted tea poured from tea pot”.

As a number of tea-based beverages being released, ITO EN has become the most popular brand (based on annual sales volume) of tea-based beverage including oolong tea and blend tea after 2003. It’s been over 20 years since its debut, and “Oi Ocha” is still a long-seller brand loved by consumers.

At the time we released canned green tea “Sencha”, the market was full of sweet beverages, including carbonated drinks and juices. There were only a few non sugar beverages, which include the first “Canned Oolong Tea” released by ITO EN in 1981. With its history started back then, green tea beverages can be found in any store nowadays and the market has grown and accounts for 10% of all soft drinks.

History and topics of “Oi Ocha”

- 1985 Developed and launched canned green tea “Sencha” (February).
– the beginning of “green tea beverage” history.
- 1989 Renewed to “Oi Ocha” (February. With lineup of “Ryokucha (green tea)”,
“Hojicha” and “Genmaicha”).
Started campaign of “ITO EN Oi Ocha New Haiku Contest”.
- 1990 Launched “Oi Ocha”, the industry’s first green tea beverage in a PET bottle
(1.5 liter).
- 1993 Launched now-standard large-size bottled “Oi Ocha” (2 liters).
- 1995 Started using actress Miki Nakatani for CM.
- 1996 Received patent for technology “Natural Clear” used in the production of
PET bottled green tea.
Started selling small size PET bottle (500ml).
- 1999 Submissions of “Oi Ocha New Haiku Contest” exceed 1 million.
- 2000 Launched beverages in heatable PET bottles, a leading-edge development
in the industry.
- 2001 Launched “Oi Ocha Shincha” (Start of time-limited product).
- 2002 Number of bottle sold in total exceeds 5 billion (July: converted to 500ml
bottle).
- 2003 “Oi Ocha” became the best-selling brand among tea-based beverages
(annual base).
- 2004 Launched “Oi Ocha Koi Aji (rich taste)” (May).
- 2006 Number of bottle sold in total exceeds 10 billion (April: converted to 500ml
bottle).
- 2008 Started using actor Haruma Miura for CM.
- 2009 “Oi Ocha” celebrated its 20th anniversary.
Number of bottle sold in total exceeds 15 billion (January: converted to
500ml bottle).
- 2011 Received “2011 Good Design – Long Life Award” from Japan Institute of
Design Promotion (November).
Number of bottle sold in total exceeds 20 billion (December: converted to
500ml bottle).