



Moshi Yuzu Sparkling Wins New Product Award in Soda & Carbonated Beverages sofi™ Awards
Nearly 2,000 Products Competed for Top Specialty Food Association Award

Brooklyn, New York (August 25, 2020) – Moshi Yuzu Original Sparkling Drink has won the new product award in the Soda & Carbonated Beverages as part of the Specialty Food Association’s (SFA) 2020 sofi™ Awards, a top honor in the \$158 billion specialty food industry.

Yuzu Original Sparkling Drink was one of 148 winners selected by a panel of specialty food experts from nearly 2,000 entries across 39 product categories. Products are judged on taste, including flavor, appearance, texture and aroma, ingredient quality and innovation. All tastings are blind. This year, for the first time, sofi judging was held at the prestigious Rutgers Food Innovation Center following strict safety guidelines.

“We are honored that Yuzu Original Sparkling Drink has won a New Product Award,” says Terry Tang, CEO of Moshi Yuzu Sparkling. “As entrepreneurs, we are always looking for ways to know that our product is loved. This is one of the ultimate stamps of approval and we’re very grateful.” Yuzu Original Sparkling Drink is found at www.drinkmoshi.com.

“It’s a privilege to continue the sofi Award tradition of recognizing extraordinary products and the people behind them,” says SFA Interim President Bill Lynch. “Having great news to celebrate, like the sofi Awards, is revitalizing for all of us in this pandemic year. The sofi finalists represent our dynamic industry - exciting consumers and expanding retail offerings around the world.”

The sofi Awards are open to members of the Specialty Food Association, a not-for-profit trade association with specialty food industry members across the U.S. The awards have been given each year since 1972.

About Moshi

Moshi Yuzu Sparkling is a yuzu RTD beverage made with 100% yuzu juice sourced from Japan that launched in February 2020. Each bottle of Moshi captures the tart and fragrant flavors of yuzu in an easy, accessible, and delicious way. The line is currently packaged in 12 oz. glass bottles and comes in 4 flavors: Yuzu Original, Yuzu White Peach, Yuzu Red Shiso Apple, and Yuzu Unsweetened Sparkling Water. More information can be found at www.drinkmoshi.com/about

About the Specialty Food Association

Founded in 1952 in New York City, the Specialty Food Association (SFA) is the leading advocate for the \$158.4 billion specialty food industry. Representing makers, importers, entrepreneurs, retailers, distributors and others in the trade, the SFA aims to champion, nurture and connect its members to deliver traditional and innovative products to consumers that expand consumption of specialty foods. With over 4,000 member companies, SFA helps its members by providing information, research, educational events, and celebrating the industry through its awards programs. The SFA is known for hosting the Winter and Summer Fancy Food Shows and presents the sofi™ Awards honoring excellence in specialty food. Learn more at specialtyfood.com.

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