



# Shiracha 白茶

JJ launches Shiracha 白茶 brand White Tea in the Singapore market in June 2018.

JJ Drinks Manufacturing Pte Ltd, a leading manufacturer of Asian drinks in Singapore, is reaching out to the young generations with its new Shiracha 白茶 White Tea, packed in PET bottles, available in 3 different flavours.

JJ's Shiracha 白茶 White Tea is brewed from organic White Tea leaves, enriched with refined flavours of Sakura, Rose and Jasmine. It is a Healthier choice drink certified by Health Promotion Board and with Halal certification as well, and is targeting consumers who are health conscious and at the same time are looking for good quality teas.

Its unique package design and superb aroma and taste with excellent health benefits will purely capture consumers' mind.

## Benefits of drinking White Tea

- Packed with antioxidants which fight free radicals that can damage cells.
- Can thin the blood and lower the blood pressure
- Help lower cholesterol
- Protect the heart
- Strengthen the bones

## Why drink White Tea?

- White Tea has more antioxidant than green tea
- Excellent Tea taste, matching well with fine flavours, while green tea has grassy undertone



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