

Okinawan Shequasar is an ideal fruit for people of today

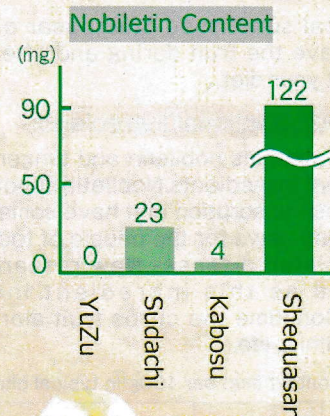
100% pure
Okinawan
Shequasar
juice

This beverage is made of
juice from Okinawan
Shequasar fruit cultivated
in the rich,
abundant sunshine.

美肌
アンチエイジング
代謝アップ



The inner membranes of shequasars are an excellent source of the functional elements nobiletin and tangeretin. Nobiletin is thought to control blood glucose levels and blood pressure, while tangeretin has promising antioxidant, anti-inflammatory, anti-cancer, anti-tumor, and cholesterol-lowering properties. Have some every day and let them support your beauty and health.



**Please drink diluted with
water or carbonated water!**

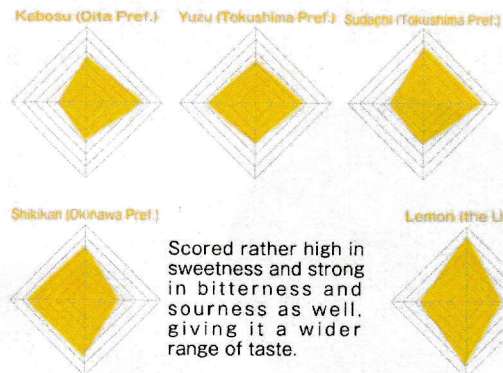
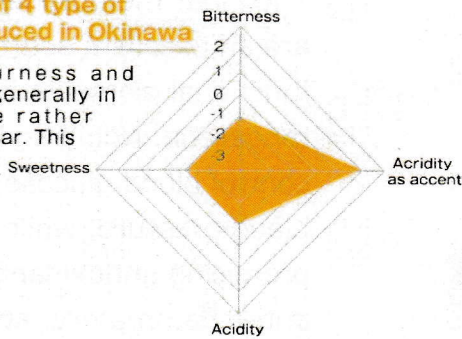
Blessings of Okinawa's nature are delicious and healthy. / JA Okinawa's No.1 Recommendation: Shequasar!

Delicious! Results of Sensory Evaluation

In order to compare the tastes and aroma of Shequasar with those of four other types of citrus fruits—Kabosu, Sudachi, lemon and Yuzu—we conducted sensory analysis and digitized characteristics. Shequasar has rather inhibited acidity, bitterness and sweetness, with a slight accent of astringent quality. Lemon demonstrated rather strong in acidity and bitterness, while Kabosu, Yuzu and Sudachi types showed similar characteristics as Shequasar except that bitterness is stronger in the former three types than the later. Our survey showed Shequasar citrus has suppressed bitterness, resulting in milder taste than the other types.

Average score of 4 type of Shequasar produced in Okinawa

Bitterness, sourness and sweetness found generally in citrus fruits are rather inhibited in Shequasar. This milder taste is accentuated with acidity, resulting in a clear outline of the overall taste.



Bitterness, sourness and acidity as accent—characteristics of citrus—are rather strong while sweetness is understated, resulting in an unclear balance of taste.

Scored rather high in sweetness and strong in bitterness and sourness as well, giving it a wider range of taste.

Very strong sourness and bitterness, which suppress the other qualities of taste, resulting in a plain taste balance.

*Those taste sense radar charts show at a glance the result of taste analysis of each type of those citrus fruits. The charts represent that the larger the numerical value, the stronger the taste of each quality. *Those analyses were conducted with cooperation of Taste & Aroma Strategic Research Institute and Tropical Technology Center Ltd.

Enhance Your Health! Secret of Healthy Acid Citrus

Vitamin Group

This tropical sun-kissed Shequasar citrus contains lots of vitamins. Have the fruit during and after a meal high in fat to balance out your diet.

Health and Functional Ingredients

Shequasar contains nobiletin and tangeretin (citrus flavonoids) as functional ingredients. Nobiletin functions as an inhibitor of blood-glucose absorption and have some hypotensive property, which is good news for the people of today who concern about lifestyle-related diseases. New research results have been presented as this ingredient increasingly gather attention. Consume the citrus fruit along with exercises and pursue healthier life.

Nobiletin content (mg) per 100g in typical citrus fruits

raw materials	Shequasar	Grapefruit	Valencia Orange	Mandarin Orange
Nobiletin	30.3mg	1.0mg	5.0mg	1.5mg

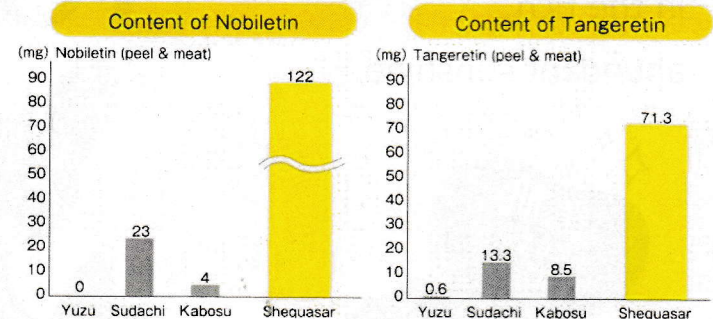
*The numerical date shown in the table are sample data representing juice squeezed the whole fruit including both the peel and the meat. *Reference: Dioci.Biotechnol.Biochem.70(1)178-192(2006)

	Vitamin A		Vitamin E	Vitamin B1	Vitamin B2	Vitamin C
	beta-carotene equivalent (ug)	retinol (ug)	alpha-tocopherol (mg)	(mg)	(mg)	(mg)
Shequasar	89	7	0.5	0.08	0.03	11
Kabosu	10	1	0.1	0.02	0.02	42
Sudachi	Tr	0	0.3	0.03	0.02	40
Lemon	6	1	0.1	0.04	0.02	50
Yuzu	240	20	3.4	0.07	0.1	150

*Standard Tables of Food Composition in Japan, Fifth Revised and Enlarged Edition

*Tr stands for the trace where the amount of ingredients do not exceed the describable minimum amount although contained.

Nobiletin and tangeretin content (mg) per 100g in typical citrus fruits



*Reference: Youichi Nogata, National Agriculture and Food Research Organization Report vol.5, 2005

Harvest Period and Usage of Shequasar

August

[Harvest in Green]

Use as a garnish by simply squeezing over grilled meat or fish, or over sashimi! Mix with vinegared miso to enhance the aroma of your dish.



October

[For Processing]

Fruit extract is processed as juice or as ingredients for confectionaries or condiments.



December

[Consumed Fresh]

Eat a fully ripen fruit to directly savor the superior taste.



September

November

January