

MEDIA RELEASE

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Genuine, Tasmanian-grown wasabi direct to your doorstep

Australia's only commercial wasabi farm, Tasmanian based Shima Wasabi has relaunched their online store making it easy for Australians to order genuine wasabi direct to their doorstep.

Shima Wasabi fuses centuries of Japanese tradition with Tasmania's cool climate, clean air and plentiful rainfall. Traditionally grown along stream beds in mountain rivers of Japan, Tasmania has the ideal growing conditions to grow wasabi and as such, Shima Wasabi products are sought after by chefs, restaurants, mixologists and distilleries around Australia.

The Shima Wasabi team is passionate about educating Australians about wasabi and its myriad of uses and benefits. Key to this education is ensuring that all Australians can access this incredible product direct from the source via the revamped Shima Wasabi website.

"Most "wasabi" sold around the world contains little to none of its plant namesake," says Shima Wasabi farmer Esme Atkinson. "What is usually passed off as wasabi is in fact, horseradish with sugar, salt, green food colouring and other artificial additives," she says. The real thing is worlds apart. We are proud to sell all of our products online including fresh wasabi stem and leaves along with jars of paste and powder. We would love to see this incredible product become a stalwart of the Australian dinner table."

The carefully cultivated crop is grown year-around, allowing Shima Wasabi to offer a diverse product line to consumers. Far more than just an accompaniment to sushi and sashimi, wasabi has recently become an important tool in research into cancer prevention and treatment thanks to its unique properties. Containing antioxidants and allyl isothiocyanates, research has indicated that wasabi may possess antimicrobial, antibacterial, anti-inflammatory, antiparasitic and antiviral qualities. Shima Wasabi is at the forefront of providing Australians with access to genuine, sustainably produced wasabi that offers a myriad of potential health benefits combined with incredible flavour.

"We're so proud to be able to offer all Australians access to this incredible product via our new and improved website," says Tas Foods Director of Marketing Michael Davies.

www.shimawasabi.com.au

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