

• Yosuke Jay O Honjo



Gender/Age : Male,47 years of age

Country/Region: United States of America

Current Position: ITO EN (USA) Inc. President & CEO

Achievements:

ITO EN (USA) Inc. was founded in 1987 with the mission of introducing 'Green Tea', a symbol of Japanese lifestyle and culture and establishing an awareness of authentic Japanese green tea in the United States, thus began its sale of green tea products. The unsweetened tea market did not exist in the US and has now grown to a \$480 million market accounting for over 10% of the overall US tea beverage market. ITO EN (USA) Inc. has made a significant contribution to the development and promotion of Japanese food and tea culture through various Japanese cultural events, industry and consumer magazines, online and other media.