Various Campaigns: Copywriter Lead

2020 -2022

Yuzu Fishery

"If artificial farming techniques can help create more tasty fish, the value of cultured fish will rise and the fisheries industry will be revitalized…It would be great to see fruit fish being enjoyed by those who normally don't like seafood."

Professor Fukada
Scientist for Fruit Fish

FRUIT
FISH

Fruit-flavored amberjack are raised on feed that contains about 10 per cent of yuzu peel and juice. The feed raises the concentration of **limonene**, a substance responsible for the aroma of citrus fruit, to 20 times larger than the minimum level humans can smell. As of last December, at least 23 types of fruit fish had been cultivated in eight prefectures across Japan.

Yuzu Bathing

"…like bathing in sunshine."

Celebration
Familial
Fragrant
Solstice
Traditional
Warming
Wintertime

The prime time for **yuzuyu**, a citron-steeped bath, is on the winter solstice which generally falls on December 21 or 22 in the northern
hemisphere. Supermarkets increase stocks of yuzu in preparation for the occasion, and visitors to hot spring resorts and public bathhouses will often find tubs filled with bobbing citron globes. Both the fruit's juice and its bright, sunny color have warming properties, helping bathers to ward off illness and setting their minds toward the distant warmer months. The yuzuyu is a warm, festive, and fragrant celebration usually enjoyed with family members.

PROPRIETARY

Campaigns: Copywriter Lead

2020 -2022

Ginger Lore

"Ginger is the perfect combination of religious devotion and herbal medicine merged together."

Liisa Wihman
Author of *Ginger, A Brief History*

Celebration
Ceremonial
Food stall
Free from cold
Open air
Protection
Water

The spiritually inclined are drawn to Shōga Matsuri, or the **Ginger Root Festivals** that are held in September in Japanese prefectures, such as the Shiba Daijingu Shrine in central Tokyo, and at Ninomiya Shrine in Akiruno. During the festivals, portable mikoshi shrines are carried around in order to honor Shinto gods, and open-air stalls are filled with fresh ginger roots, with stall-holders shouting "protects against evils" or "if you eat ginger, you'll be free from colds" to festival-goers. The Matsuri (festival) is based upon an ancient story that tells of an enemy military strategist by the name of Yui Shosetsu who poisoned the Tamagawa Aquaduct. The people of Edo were saved from death because ginger, known for its antidotal properties, used to be washed in the water there.

Ginger Japan

When ginger found its way to Japanese food plates is uncertain, but its connection to medicine prevailed.

Liisa Wihman
Author of *Ginger, A Brief History*

Candied ginger
Gari
Hiyashiame
Pick-me-up
Shōgayu

Today, ginger drinks are common home remedies used year-round in Japan. Shōga-yu is a ginger tea with a soothingly soupy consistency used to treat the common cold, as the spicy root is believed to warm up the body in chilly weather. During the humid summers, a sweet, cold ginger drink called hiyashi-ame is thought to help with tiredness caused by the heat. Another sweet treat is candied ginger, shōga no sato zuke, sometimes taken against travel and morning sickness, or simply for a fast pick-me-up on the road. Thinly sliced, pickled ginger, called gari, is served with sushi to clear the palate in-between pieces.

PROPRIETARY

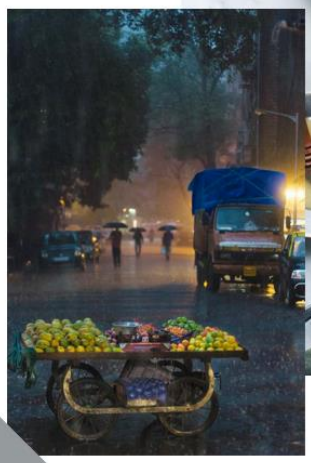
Campaigns: Copywriter Lead

2020 -2022

Ginger India

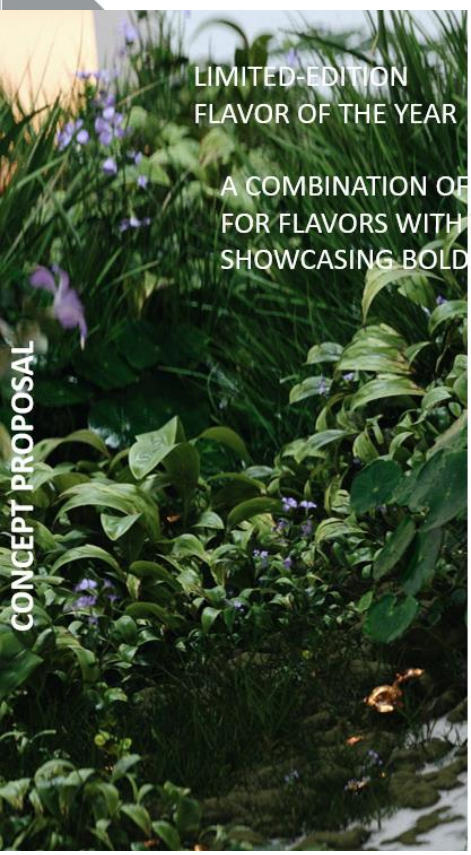
"In Mumbai, adrak-chai (ginger-tea) is a must have during the monsoon season."

Soumilya Banerjee
Global Sensory & CI Manager, Taste & Beyond, India



Cooking base
Kadha
Make-at-home
Milk
Tea
Weather

India is the world's largest producer of ginger root. In India, Ginger is always present in the kitchen, ready to be used as a base alongside garlic. In the southern and western states, fresh ginger is cooked in milk or hot water for tea, especially during the months of the southwest summer monsoon, when days are dreary and the temperature drops. Since the lockdown in 2020, Indian officials have urged people to drink *Kadha,* a time-tested ayurvedic drink prepared with ginger and other strong herbs and spices. The drink is recommended as the ultimate make-at-home home remedy for protecting the body against seasonal infections and keeping illness at bay.



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