



Beñas
Twist of Taste



*Twist
of
Taste*

Beñas



Our story begins with edamame...

edamame

枝豆

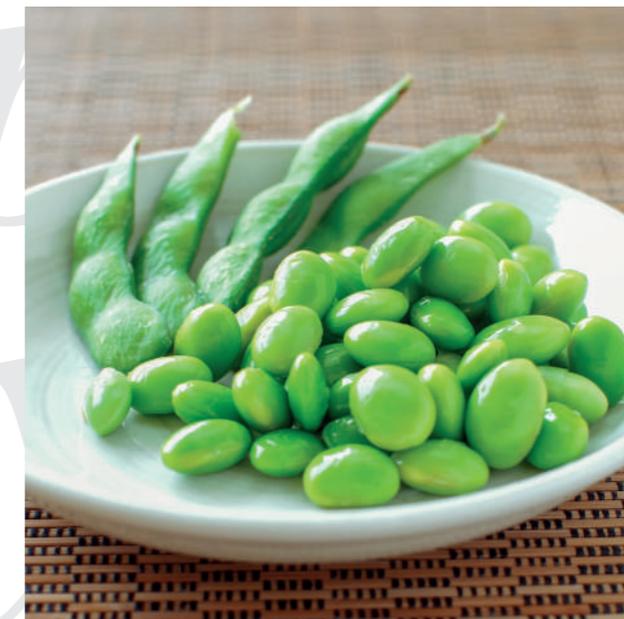
(,ɛdə'mɑ:meɪ) noun

A Japanese dish of salted green soybeans boiled in their pods, typically served as an appetizer.

Japanese soybeans or immature soybeans which most people are familiar with and call it "Edamame" is one of the most popular Japanese dishes. It is classified as a Superfood that is rich in protein, packed with the benefits of vitamins, antioxidant as well as minerals that are essential for human health. Moreover,

it is a food menu that health-conscious people around the world fall in love with. These days, edamame is gaining popularity and well-loved both domestically and internationally due to the popularity of soft culture that has been derived from Japanese dining culture and now becomes a lifestyle.

• • •



Japanese Soybeans



Flavorful with a Twist



“BENAS” Edamame Spread with White Chocolate made from premium Edamame, characterized by a smooth green texture combined with white chocolate of a mild taste turned into a fun and twisted spread product which is very unique. A sweet aroma of white chocolate is scented and a creamy taste of edamame is felt on the tip of the tongue. This is the origin of the slogan “Twist of Taste,” which means that immature soybeans are processed in a new way, adding gimmicks to create a unique

and delicious taste. It is also a bread spread with valuable ingredients which have been popular from the Eastern Hemisphere.

In addition, we use “Rice Bran Oil” as our ingredient simply because it is good for your heart since it reduces bad cholesterol (LDL) and increases good cholesterol (HDL). Moreover, it is rich in vitamins, minerals and important substances that are beneficial to human health such as Gamma Oryzanol that has antioxidant properties.

BENAS

It originally comes from the word "BEANS." Then, these five letters are re-arranged and become a trademark "BENAS." Three symbolic edamame seeds are put together as an icon on top of the brand name.



The purple color of the packaging is inspired by a variety of edamame with unique purple flowers. In addition, the shape of the packaging is inspired by the organic shape of edamame seed which is novel, distinctive and easy to grip.





Spreading



Lifestyle

Bread spreads are growing in popularity throughout the world. It reflects a new and modern lifestyle because it is an easy, convenient, and quick way of eating that fits perfectly to the new generation. Besides, bread spreads have a wide variety of flavors to choose from according to individual preferences ranging from conventional fruit jams to varieties of ingredients. All of which can be used to extend the ways of eating endlessly.

NEW TASTE IS GREEN

In the bread spread market, there are many types and varieties of spreads but the green spread is rarely seen. A new type of spread product with a combination of edamame and white chocolate is uniquely characterized by a smooth green texture of the creamy edamame with a twist by adding softness and sweet aroma of white chocolate. This makes it becomes both a new flavor and new color among all spread products we proudly introduce to the market.



*“Life is a process of
discovery, of new
perceptions.”*

- GLADYS TABER



*“Never work before breakfast,
if you have to work before
breakfast, eat breakfast first.”*

- JOSH BILLINGS



Having a good breakfast helps us start a day lively with energy and inspiration to do things in life.





*“I work out,
so I can eat.”*



There is No Place like Home

Happiness is not something that we have to travel to discover. Yet it is in our own home. Just a favorite drink or a simple and delicious menu that you can easily prepare yourself. It helps bring more happiness and joy to life.



“You can’t just eat good food. You’ve got to talk about it too.”

- Kurt Vonnegut Jr.





Outdoor Refresh

Outdoor living is the best way to get physical and mental health benefits. Spending time sipping a drink or enjoying a simple meal in a place surrounded by nature is an alternative way that will give yourself time to recharge.



*“Nature is not a place to visit.
It is home.”*

- Gary Snyder



INSPIRATION



Menu Creation

Whether it is a simple daily menu that everyone is familiar with or a creatively twisted menu to fit with food menus in each locality and even adding creative ideas to come out as a new menu, BENAS can be simply used as a component of many delicious and inspired menus.





BENAS Toast





BENAS Toast Toppings



BENAS Pancake



BENAS with Deep-Fried Dough Stick



BENAS Roti



BENAS Pizza



BENAS Dip



BENAS Tortilla



BENAS Bread Roll



“Life has its own flavor.”

- Juhi Chawla



Let's Spread & Enjoy :)

Follow Us Here

