



JFEX PREMIUM 1st JAPAN INT'L PREMIUM FOOD EXPO

21-23 June 2023

TOKYO BIG SIGHT

www.wildbhutansuperfoods.com

Wild Bhutan Superfoods to Showcase Wild Cordyceps at JFEX 2023 in Tokyo, Japan

Wild Bhutan Superfoods is pleased to announce its participation in the upcoming JFEX 2023, Japan's biggest food exhibition, to showcase their premium product, wild cordyceps. The three-day event will be held at Tokyo Big Sight from 21 to 23 June 2023.

Wild cordyceps (*Ophiocordyceps sinensis*) also known as Himalayan Viagra, is a rare and valuable medicinal fungus found in the high-altitude regions of the Himalayan range.

"Bhutan is home to a vast array of wild food resources, and wild cordyceps are among the most unique and valuable of them all," said Mr. Sonam Wangchuk, the

founder of Wild Bhutan Superfoods. "We are excited to showcase our product at JFEX 2023 and introduce it to the Japanese people."

Our wild cordyceps are handpicked by local Bhutanese harvesters from the wild Alpine meadows of the pristine Bhutanese Himalayas in sustainable and ethical manners.

At the exhibition, visitors have the chance to see authentic and genuine wild cordyceps for real, including handling them and enjoying their aroma. They can also learn about importing wild cordyceps from Bhutan.

We welcome visitors to our booth and look forward to building new partnerships and collaborations.