

Japanese rice to enter Singapore market

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The rice was listed in last year's Guinness World Records as the world's most expensive rice, with a price of US\$109 (S\$148) for a kilogram.

Kinmemai Premium is a blend of five rice varieties, such as Koshihikari and Pikamaru, from different producers in prefectures including Gunma, Nagano and Niigata. The blend can change from year to year, depending on the flavour profiles of each type of rice, and may include more varieties, as decided by Toyo Rice Corp, the Wakayama-based company that produces Kinmemai rice products.

This year's blend is based on a selection of rice that received Gold awards at last year's annual International Contest on Rice Taste Evaluation in Kumamoto's Kikuchi City.

The rice is marketed as being rinse-free, as there is no need to wash the rice before cooking it. It is milled using Toyo Rice's patented rice technology.

According to the company, the technology boasts gentler and more precise polishing techniques that remove only the water-resistant, indigestible wax layer around the husk of the grain, retaining its beneficial elements, vitamins and flavours.

The grains are aged for six months to enhance texture and flavour, before being milled.

When compared with conventional Japanese rice, Kinmemai Premium is said to be superior in flavour, sweetness and nutritional value.

The rice is also said to contain six times more lipopolysaccharides - endotoxins that act as natural boosters for the body's immune system.