

Japan's Ajinomoto launches Solein-powered pastries in Singapore

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The leading Japanese food manufacturer, The Ajinomoto Group, expands their conscious brand Atlr.72 with Mochelie, a mochi-filled almond tart made with Solein. The product will be available in Singapore in three flavours starting December 10. The company plans to further expand Atlr.72 from sweet delicacies and beverages, also to meals and other daily food options, envisioning opening a flagship store in Singapore around the first half of 2026.

The Japanese food giant Ajinomoto's conscious brand Atlr.72 proposes a new food lifestyle that contributes to a better future for people and the planet through food, responding to consumers' growing demand for healthy and sustainable products. Atlr.72 Mochelie is made with Solein and plant-based ingredients, reducing the use of environmentally impactful ingredients such as butter, milk, and eggs to less than one third. Beautifully crafted and caring for the environment, the pastry is designed to suit every coffee break, and it is also a perfect gift for the upcoming festive season.

Mochelie derives its name from the Japanese term mochi and the French word chérie, reflecting an irresistible taste for mochi lovers. The pastry consists of a Biscotte cookie bottom, which creates pleasant, salty taste, and it is topped with an almond tart filled with mochi. The fillings are available in three flavours: Yuzu Fromage, Sesame Noir, and Azuki Matcha, all a perfect harmony of Japanese and French flavours. The pastries are adorned with delicate floral designs, inspired by nature.

Atlr.72 contributes to a better future for people and the Earth through food. The first limited-edition products of Atlr.72, Flowering Mooncakes and Ice Cream Sandwiches, both powered by Solein, were launched in September 2024. Earlier this year, Ajinomoto launched the Atlr.72 Flowering Ice Cream made with Solein, which is available in Singapore in three flavours. The products were also available during the World Aquatics Championships in Singapore 2025. In October, the brand expanded to beverages with a test marketing period for Atlr.72 Green Drop Coffee, which blends

regular coffee with bean-less coffee with Solein bringing creamy texture to the dairy-free ice latte. The product is expected to be launched for wider availability next year.