

Fukuju En in Hot Drinks (Japan)

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Abstracts

As a traditional green tea company, Fukuju En places much importance on tradition. At the same time, the company aims to expand the culture of drinking green tea not only domestically but also globally. Green tea is a beverage which promotes health and wellness. The company makes significant efforts to educate consumers about the culture of drinking green tea by operating educational facilities and offering information about green tea from various different perspectives on its website.

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