WAFU inc. Launches WAFU Mayonaizu - Smooth And Creamy Japanese Mayos In Three Delicious Flavours

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Montreal, Quebec (RPRN) 07/02/13 — WAFU® Inc. is pleased to announce the Canadian launch of a new line of Japanese mayos, called WAFU® MAYONAIZU®

Whether you enjoy the nutty taste of roasted sesame, crave the kick of wasabi, or like things spicy, WAFU® has three new products to appeal to your taste buds. Canada's popular brand of Japanese dressings has launched a new line of mayos, WAFU® MAYONAIZU®, in three exciting flavours: sesame mayo, wasabi mayo and spicy mayo.

North American consumers more than ever have an appetite for ethnic foods, whose presence on grocery shelves has grown exponentially over the years. Japanese offerings make up a great part of this trend and consumers are eager to replicate Japanese flavours at home. "WAFU® MAYONAIZU® Japanese mayos not only give consumers delicious and exciting new ways to prepare sandwiches, appetizers, canapés, sushi and many of their favourite foods," says Arabella Decker, VP Marketing, WAFU Inc. "It also allows you to add a Japanese-style experience to your dishes."

Spicy Mayonaizu®, the hottest of WAFU®'s new mayo line-up, is a Japanese-restaurant staple, most often found in spicy sushi rolls. This new spicy mayo will not only add heat to sandwiches, sushi and tartares, but also makes a great dip for appetizers, fries and wherever your imagination takes you.

All three WAFU® MAYONAIZU® flavours have no colours or artificial flavours, have no trans fat, are low in cholesterol and saturated fat, are a source of omega-3 polyunsaturates, are gluten-free and are Kosher certified (MK- Pareve).

WAFU® MAYONAIZU® will be initially available only at Metro Quebec and Metro Ontario stores and will subsequently be available at all Sobeys/IGA stores in Quebec before the end of the summer. WAFU® MAYONAIZU® retail for $4.99 and are available in convenient 250 mL squeeze bottles. WAFU® MAYONAIZU® is also available for purchase online across Canada at www.wafushop.ca.

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WAFU Inc. is a Canadian privately held corporation based in Montreal, Quebec (www.wafu.ca). Founded in 2006, WAFU Inc. develops, produces and distributes a line of Japanese dressings and mayos under the WAFU® brand name. In January 2014, WAFU appeared on CBC's hit TV show Dragons' Den (http://www.cbc.ca/dragonsden/pitches/wafu) and turned down an investment offer from Dragons. Since then sales of WAFU products have increased approximately 30%. WAFU® Japanese dressings and mayos are now one of the leading brands of Japanese-style dressings and mayos in Canada and are growing in popularity in the United States.

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