

For **Crunch Times** in Sports!
No Ume, No Gain!



SPORTS **梅** JELLY
UME

Made with Shirakaga ume produced in Takasaki in Gunma Prefecture
Ume with texture: Contains ume flesh



SAMURAI CHARGE

Mixture with **3,000 mg** of Citric Acid
Mixture with **3,000 mg** of BCAA (Essential amino acids)



SAMURAI CHARGE Product Overview

Let's Crunch Time

Take on challenges now by chewing on ume flesh with texture!

- A sports jelly containing the flesh of about one ume with texture
- A product that allows you to enjoy an ume flesh sensation because we have chopped down Shirakaga ume – the leading type of ume that is produced in Takasaki in Gunma Prefecture – to a size of 3 mm or less
- Chewing is also very important in sports activities:
Simulate your brain and improve your performance!

■ Nutrition Facts
Per packet (180 g)

Energy	174kcal
Protein	2.3g
Fat	0g
Carbohydrate	41.0g
Salt equivalent	3.0g

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Introduction to the Functions of Citric Acid

Battle through to the last five minutes!

An effect of promoting the metabolism of lactic acid in the muscles to lower your lactic acid concentration

- ▶ Improves exercise performance and reduces feelings of exhaustion

A food ingredient with an anti-exhaustion effect

- ▶ Also effective in reducing mental feelings of exhaustion

An important component to stimulate the citric acid cycle

- ▶ Ensures smooth energy production

Promotes glycogen synthesis

- ▶ Great effect for those entering endurance contests and those looking to lose weight

Turns into alkaline in the body after ingestion

- ▶ Prevents the formation of acid in the body



Ume for Crunch Times in Sports

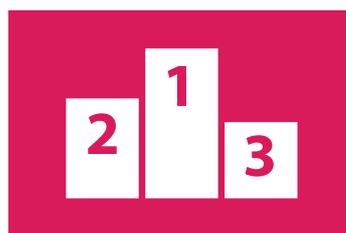
Zohyou Monogatari (Tale of Ordinary Soldiers), which was written in the Edo period (1603 to 1868), says that samurai always carried umeboshigan (balls of pickled dried ume) with them in times of battle.

These are a mixture of the pickled dried ume flesh, rice flour, and crystallized sugar powder kneaded together. They were very useful in settling the breathlessness of samurai in fierce battles or long marches and as a sterilizer when drinking un-boiled water.

In addition, they were said to soothe the thirst of the samurai with the saliva that accumulated in their mouths because of the sourness of the pickled dried ume.



Plays a Role in Various Settings



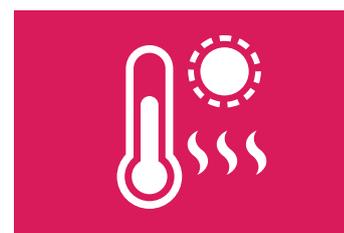
Participation prizes at events



Before and during matches, etc.



Supplies of refreshments during competitions, matches, and practice



Prevents heat stroke



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