

## The Spice Road Path

This company was built upon the legend of the Spice Road and a passion for spices. It all began during my first overseas journeys to Jakarta and Bali in Indonesia. On the way home via Singapore, I had the opportunity to visit Newton Circus (an open-air food market) where I tried various dishes from all over Asia. From this experience I was struck by how wonderful a meal can taste while surrounded by the fragrant aromas of a natural setting.

After that trip I became obsessed with the flavors of India, which led to other Asian influences and finally to Thai cuisine, which would become my passion. These culinary interests inspired me to launch our first product, tomyum noodles in Japan, along with a shop that specialized in ramen noodles which was located in Waseda (Tokyo).

\*The History Of Tinun\*

- Introduction of the traditional “Muay Thai” trademark

We are driven by the desire to share Thai cuisine and to create new fans of Thailand and its culture. Known as the “Land of Smiles”, Thailand is a country that loves its King and has rich traditions steeped in culture and cuisine. Our mission is to share our appreciation for Thailand and its cuisine with people throughout Japan and around the world.

As Tinun continues its journey, we look forward to creating history together. We are pursuing a dream to share our passion for spices with the world through bold innovations and creativity.

CEO  
Yukio Wakui

