

# A Natural Evolution – Genji sushi launches eco-friendly sushi trays

**Sushi vendor, Genji Inc., launches the world's first fiber-based, tree-free compostable sushi trays, in partnership with Be Green Packaging.**



## **Genji Sushi Compostable Container**

*FOR IMMEDIATE RELEASE*

*Dec 21, 2009* – Whole Foods Market sushi vendor, Genji Inc., launches the world's first fiber-based, tree-free compostable sushi trays, available exclusively at Whole Foods Market, starting December 28th, 2009 at all Genji locations in the US. Compostable trays provide an alternative to plastic or Styrofoam containers, and contribute to the Earth's soil, rather than being destined for landfills.

The new compostable containers are made from bulrush (also known as cattails), a rapidly growing common marshland plant, harvested from the wild. The plant's rapid growth and annual renewability make it an ideal sustainable raw material, as it regenerates easily and abundantly. Harvested by hand in southeastern China, the plant fibers are made into rolls of paper, which are then pulped. The pulp is then molded into sushi trays at carefully-monitored factories, and delivered to stores ready for use.

After customers have used the trays, they can place them into compost bins at Whole Foods Markets or into commercial or home compost heaps, and they will compost within approximately 90 days.

Earlier this year, Genji introduced Pacific Northwest Wild Albacore into its product mix as its first foray into sustainable sushi. With this latest shift towards sustainable packaging, Genji intends to strengthen its commitment to its mission, which includes a pledge to "seek out environmentally-friendly sources."

The maker of Genji's new trays is Be Green Packaging LLC, founded in 2007 and based out of Santa Barbara, CA. Be Green's mission is to design, develop, manufacture and distribute tree free compostable food container packaging worldwide, and to reduce our reliance on forested and petroleum based raw materials.

Be Green has received numerous awards for its innovative packaging solution, including the "C2C" (Cradle to Cradle) Silver certification and the "Seal of Sustainability" Award from the Sustainable Business Institute and the US Congress.

Background on Genji, Inc.:

Genji, Inc. is dedicated to providing "quality of life" by serving the finest quality sushi and Japanese fusion cuisine in a grab-and-go style. Its sushi bars are located within over 100 Whole Foods Market locations in 18 states and the District of Columbia, and in the U.K. Skilled chefs make fresh sushi on-site. Genji strives to contribute towards healthier food consumption habits on a global level.

For more information contact Ken Blakeman at 347-531-4469 or [k.blakeman@genjiweb.com](mailto:k.blakeman@genjiweb.com) and visit [www.genjiweb.com](http://www.genjiweb.com).

Be Green Packaging designs, manufactures, and distributes Cradle-to-Cradle™ certified, tree-free, compostable packaging for the food and industrial packaging industries. Be Green Packaging, LLC was formed in 2007 based on the ideas of: Manufacturing sustainable alternatives to standard food packaging, distributing it through existing distribution channels worldwide, being price neutral to plastic and many other fiber products, and reducing waste through composting practices. For more information about Be Green contact the Marketing Team at 805.456.6088 or [info@begreenpackaging.com](mailto:info@begreenpackaging.com) and visit [www.begreenpackaging.com](http://www.begreenpackaging.com).

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Genji is an all-natural sushi company in the U.S. preparing fresh sushi daily in Whole Foods Markets. We use all-natural ingredients with no preservatives, flavor-enhancers (MSG) or artificial food coloring.

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