



1,000 Years of Japanese Tradition, Reimagined as Silicon Valley's Next Healthy Daily Staple

ONIGIRI SEN — MEDIA FACT SHEET

■ KEY FACTS

The Launch: Onigiri Sen makes its Bay Area debut on June 18, 2026, at T&T Supermarket San Jose (Canada's largest Asian supermarket chain, now expanding into the U.S.).

The Mission: Founded in 2024 by Rina Oike (now 27), Onigiri Sen is on a cultural mission to turn onigiri (rice balls) — Japan's beloved 1,000-year-old everyday wellness food — into a healthy, portable, and mindful staple for busy Americans.

The Breakthrough: By combining meticulous rice science with the iconic "1-2-3" packaging, Onigiri Sen solves the chronic "hard cold rice" dilemma that has kept authentic onigiri out of U.S. retail for decades.



Onigiri Sen signature three-step freshness wrap.

THE NARRATIVE: FROM SAMURAI TO SILICON VALLEY

The 1,000-Year-Old Fuel: Onigiri is a cornerstone of Japanese food culture. For over a millennium — from samurai on the move to modern school children — millions have relied on these nutritious rice triangles as daily, mindful fuel.

The "Mini-Meal" Shift: This tradition aligns perfectly with a major shift in American eating habits. As 71% of Gen Z and Millennials increasingly prefer to eat many small meals throughout the day over a few large ones — up 8% from 2023 (Source: Mondelez International State of Snacking Report) — the demand for clean, portable nutrition has never been higher. Onigiri, made with whole rice and real ingredients, is the answer.

The Missing Gap: When Rina Oike moved to the U.S. for university from Kagawa, Japan, she was struck by a stark contrast: in a country overflowing with fast food, genuinely healthy and convenient grab-and-go options were nearly impossible to find. Every option compromised on quality — and nothing came close to the wholesome, satisfying food she had grown up with.

The Resolve: In 2024, Oike founded Onigiri Sen in Seattle with a singular mission: to bring the authentic Japanese experience to the American table — without compromise. Not just the food itself, but everything behind it: the finest ingredients and the most trusted technologies, sourced directly from Japan.

THE SCIENCE OF ONIGIRI: BUILT FOR HIGH-PERFORMANCE LIFESTYLES

Onigiri Sen is a clean, whole-food alternative to heavy fast food and highly processed snack bars. Wrapped in premium Ariake nori — a natural superfood rich in essential vitamins and minerals — and paired with clean proteins, each triangle delivers calorie-conscious satiety and steady energy, without the afternoon crash triggered by wheat-heavy or processed lunches.

THE CULINARY BREAKTHROUGH: SOLVING THE "COLD RICE" DILEMMA

To bring true Japanese quality to America, Onigiri Sen had to solve a notorious scientific hurdle: strict U.S. food-safe refrigeration turns standard cooked rice hard and crumbly within hours due to starch retrogradation. Onigiri Sen bypassed this limitation by mastering the physics of preparation:

Moisture-Retaining "Tenkei" Rice: Through rigorous thermal testing, Onigiri Sen selected premium, California-grown Tenkei rice — uniquely capable of retaining its structural moisture and fluffy texture under refrigeration.

Hand-Form Precision by FUJISEIKI: The world's #1 onigiri machine manufacturer, with an approximately 100% share of hand-wrapped onigiri machines in Japanese convenience stores. Its millimeter-level precision replicates the gentle, multi-directional pressure of hand-forming — keeping microscopic air pockets intact and ensuring every rice ball stays light, fluffy, and soft even under refrigeration.

The Crisp Protection Barrier: Premium Ariake nori is kept completely separated from the rice by a signature three-step film wrapper until the exact moment of consumption.



The fluffy, moisture-retaining interior — even under refrigeration.

"Silicon Valley demands high productivity and efficiency, but no one should have to sacrifice sensory joy and well-being for a quick desk lunch. We aren't just selling onigiri; we are bringing Japan's daily wellness ritual to the American tech community."

RINA OIKE, FOUNDER & CEO

THE 1-2-3 OPENING: A HIGHLY VISUAL ASMR RITUAL

The iconic three-step film wrapper keeps the nori perfectly crisp. For a perfect "Snap," follow the numbers clockwise:

- Step 1 [Center]:** Pinch Tab 1 at the top point and pull straight downward, tearing the center strip all the way around to the back.
- Step 2 [Left Corner]:** Hold the right side firmly, then gently pull Tab 2 at the bottom-left corner straight out to slide the left half of the film away.
- Step 3 [Right Corner]:** Hold the exposed left side, and pull Tab 3 at the bottom-right corner to smoothly remove the final piece of plastic.

Wrap the shatteringly crisp Ariake nori around the fluffy rice base and enjoy immediately!



Shatteringly crisp Ariake nori — the signature "Snap" moment.

LAUNCH FLAVORS AT T&T SAN JOSE

FLAVOR	DIETARY	ALLERGENS	PROFILE
 Spicy Tuna Mayo	GF Organic	Fish · Egg · Sesame	Wild-caught tuna with house-made spicy mayo. Onigiri Sen's #1 top-selling flavor.
 Salmon	GF Organic	Fish	Wild Alaskan salmon with a touch of sea salt. Japan's most widely consumed filling.
 Shrimp Mayo	—	Shellfish · Dairy · Egg	Plump shrimp with authentic Japanese Kewpie mayo. Tailored for the American palate.
 Yuzu Salmon	GF	Fish · Egg	Wild Alaskan salmon with creamy, zesty yuzu-mayo. Delicate floral citrus aroma.
 Shredded Pork NEW	—	Egg · Pork	Sweet-and-savory corn and pork floss blend. Now launching simultaneously at T&T San Jose and Seattle.

LAUNCH DETAILS

Launch Date	Thursday, June 18, 2026 — Grand Opening Ceremony 8:00 AM · Doors open 9:00 AM
Location	T&T Supermarket San Jose — Westgate Center, Suite #501 · 1600 Saratoga Ave, San Jose, CA 95129 Canada's largest Asian supermarket chain, now expanding into the U.S.
Pricing	Available at T&T Supermarket San Jose. For pricing inquiries, please contact us directly.
Freshness	Every onigiri is stamped with a same-day expiration date. Made fresh every morning in a local San Jose kitchen and delivered before doors open. No overnight inventory.

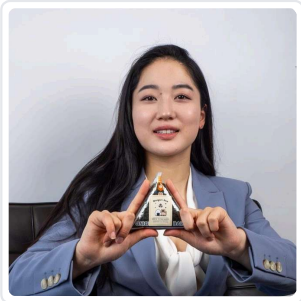
ABOUT ONIGIRI SEN

Founded: 2024, Seattle, WA **Founder & CEO:** Rina Oike, Age 27

Mission: "Bringing Onigiri into American Daily Life" — Making Japan's 1,000-year-old food culture more accessible than ever, for those seeking a quick, delicious, and healthy meal in the busiest of lives.

Proven Track Record: Successful traction across the Pacific Northwest with partners including PCC Community Markets, T&T Supermarket (Seattle), T-Mobile Park (Home of the Seattle Mariners), and Lakeside School catering (alma mater of Bill Gates).

Looking Ahead: With a proven wholesale-only model and growing demand, Onigiri Sen is actively expanding its retail and venue partnerships across the U.S.



Founder & CEO, Rina Oike, Age 27

FOR JOURNALISTS

Visual Assets: High-res photography — founder, products, retail locations, opening ritual. Available upon request.

Executive Interviews: Exclusive interviews with Founder & CEO Rina Oike available upon request.

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