Onigiri Sen

EMBARGOED until Nov. 5, 2026, 9 a.m. PT

Onigiri Sen Brings Fresh Onigiri to T&T's New San Francisco Store

Six flavors, including the debut of Mentaiko Mayo, arrive on opening day

T&T Supermarket San Francisco Grand Opening | Thursday, Nov. 5, 2026

Key Facts

First in San Francisco: Starting Thursday, Nov. 5, Onigiri Sen is sold at T&T Supermarket's first San Francisco store (San Francisco City Center, 2675 Geary Blvd.).

New flavor, Mentaiko Mayo: Chili-marinated Alaska pollock roe from Kanefuku, a mentaiko specialist founded in Fukuoka, with Japanese Kewpie mayonnaise. Six flavors in all.

Built on San Jose: After its Bay Area debut at T&T San Jose in June, Onigiri Sen became one of the top sellers in the deli, and T&T asked for more production.

Made fresh every morning: Every onigiri is made in a Bay Area kitchen and delivered to the store.



New flavor: Mentaiko Mayo

The Story: From Kagawa to American Daily Life

Founder Rina Oike: Oike, 27, came from Kagawa, Japan, as an international student to earn her degree in the U.S. Noticing how few wholesome, convenient grab-and-go options there were in a country full of fast food, she started Onigiri Sen in Seattle in 2024 to bring the satisfying, everyday food she grew up with to American shoppers.

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.

> *"San Jose showed us how much Bay Area shoppers love fresh onigiri, and we're excited to bring it to San Francisco. Mentaiko Mayo is a long-time favorite in Japan, and we're launching it here first, made fresh every morning to fit busy San Francisco days."*
>
> **Rina Oike | Founder and CEO, Onigiri Sen**

Japanese Ingredients, Made Fresh Every Morning

Every onigiri is made each morning in a Bay Area kitchen and delivered to the store: a wholesome, portable meal for the workday, the errand run, or the family table.

Mentaiko Mayo, a first: This is the first time Onigiri Sen has sold the flavor anywhere. Mentaiko is chili-marinated Alaska pollock roe, a Japanese specialty with a savory, lightly spicy flavor and a pleasant pop. Onigiri Sen pairs mentaiko from Kanefuku, a mentaiko specialist founded in Fukuoka, with creamy Japanese Kewpie mayonnaise, a combination popular in Japan.

Ariake nori: Each onigiri is wrapped in Ariake nori, grown in Japan's Ariake Sea, the country's largest nori-growing region, which supplies about half of its nori.

Soft, hand-pressed texture: The rice is shaped on machines from FUJISEIKI, known for the onigiri-forming machines used for Japan's convenience stores.



Onigiri Sen in the T&T San Jose deli

Track Record: Strong Response in San Jose

Onigiri Sen made its Bay Area debut at T&T Supermarket San Jose in June. It became one of the top sellers in the T&T San Jose deli, and T&T asked for more production. Now, every onigiri is made fresh each morning in a Bay Area kitchen and brought to San Francisco, too.

The Peel-and-Wrap Film: Keeping the Nori Crisp

A peel-and-wrap film keeps the seaweed separate from the rice until you open it, so the nori stays crisp. Pull the numbered tabs in order:

1. **Step 1 (top):** Pull down the tab marked "1" and peel off the center film all the way around.
2. **Step 2 (lower left):** Holding the right side firmly, pull the tab marked "2" to remove the left half of the film.
3. **Step 3 (lower right):** Holding the left side, pull the tab marked "3" to remove the rest of the film.

Wrap the crisp nori around the rice and enjoy right away.



Crisp Ariake nori, ready to eat

Flavors at T&T San Francisco (Six in All)

	Flavor	Labels	Allergens	Description
	**Mentaiko Mayo** NEW	GF	Egg, pollock (fish roe), bonito	Chili-marinated Alaska pollock roe with creamy Japanese mayo.
	**Spicy Tuna Mayo**	—	Egg, fish (tuna), sesame	A bold blend of Japanese chili pepper, rich Japanese mayo, and savory tuna. Our #1 flavor.
	**Salmon**	GF Organic	Fish (salmon)	Wild Alaskan salmon with a gentle touch of sea salt.
	**Shrimp Mayo**	—	Egg, fish (tuna, round herring), crustacean shellfish (shrimp), soy, wheat	Plump, juicy shrimp tossed in creamy Japanese mayo.
	**Yuzu Salmon**	GF	Egg, fish (salmon), sesame	Wild Alaskan salmon with refreshing, citrusy yuzu.
	**Pork Furikake**	—	Egg, soy, wheat, sesame	Savory pork floss with seaweed-sesame seasoning (furikake), creamy Japanese mayo, and sweet corn.

GF = gluten-free. Allergen notice: Our products are prepared in a shared kitchen facility that handles wheat and other major allergens. Due to the potential risk of cross-contact during preparation, we cannot guarantee that any item is 100% allergen-free.

Launch Details

When	Thursday, Nov. 5, 2026. T&T grand opening; doors open at 9 a.m.
Where	Deli section at T&T Supermarket, San Francisco City Center 2675 Geary Blvd., Suite 300, San Francisco, CA T&T is Canada's largest Asian supermarket chain, now expanding in the U.S.
Price	Prices vary by retailer. Please check in store.
Freshness	Made every morning in a Bay Area kitchen and delivered to the store.

About Onigiri Sen

Founded: 2024, Seattle, Washington **Founder and CEO:** Rina Oike, 27

Track record: PCC Community Markets, T&T Supermarket (Seattle and San Jose), Town & Country Markets, T-Mobile Park (home of the Seattle Mariners) and Lakeside School (Bill Gates's alma mater). Also offers corporate catering and private events.



Rina Oike, founder and CEO

For journalists

High-resolution assets: founder portrait, product photos, and store images are available on request.

Interviews

Rina Oike is available for online interviews. Please get in touch.

Press contact
Email: contact@onigirisen.jp
Web: onigirisen.com Instagram: @onigirisen.jp

###