

**Media Release**  
**For Immediate Release**

## **THOMSON MEDICAL CENTRE PARTNERS SUPERFOOD BRAND KINMEMAI TO ENHANCE PATIENT CARE**

**Singapore, 30 June 2017** – Thomson Medical Centre, a leading private healthcare group, has partnered with Japanese superfood brand **Kinmemai** to provide optimal nutrition to mothers through its in-patient meals, Thomson Retail Pharmacy and Thomson Confinement Food service, an initiative that provides food and nutrition directly to the homes of recuperating mothers after childbirth.

The one-year partnership will commence from the second week of July and is in line with Thomson Medical's aim to deliver the highest quality of medical treatment and personalised care to its patients during pregnancy and beyond. The hospital's in-house team of nutrition experts will incorporate Kinmemai's gourmet specialty rice, **Kinmemai Better White™** and **Kinmemai Better Brown™**, into their menus to augment the nutritional value of every meal and aid mothers in their journey to recovery.

"After giving birth, it is vital to maintain good nutritional habits to support healing, and to fulfil the nutrient needs of a new mother who is caring for herself and her newborn. In addition, breastfeeding mothers require more energy, protein, calcium, vitamin A, C and E as compared to other non-pregnant, non-breastfeeding mothers. A greater amount of B vitamins are required through their daily diet due to increased energy needs, and because they are not stored in the body. Therefore, an adequate and balanced diet is especially important in optimising mothers' postpartum nutritional status, and also to ensure the good quality and sufficient quantity of breast milk production to support their baby's growth and development," said Ms Law Chin Chin, Senior Dietitian with Thomson Medical Centre.

Kinmemai is exclusively manufactured by leading Japanese rice-buffing machinery company Toyo Rice Corporation. Nearly six decades of research and development has gone into perfecting its patented rice processing technology known as the *Kinmemai Process* that enhances the taste and nutritional profile of rice. Kinmemai rice is a great source of nutrients as they are packed full of vitamins B1, B6, E, B3 (Niacin), and folic acid. Kinmemai Better White™ even contains six times more lipopolysaccharides (LPS) than conventional white rice, a natural booster for the immune system to help stay healthy and fight illness.

"As a company, we are committed to instill healthy living and reintroduce rice as more than just a staple food, but an essential source of daily vitamins and nutrients. Unlike traditional rice polishing techniques that rob rice grains of its nutritious components, Kinmemai's gentle and precise polishing process is able to retain its beneficial elements. We are already seeing how beneficial the rice has been to

improving the health of consumers in Japan, and we are pleased to collaborate with Thomson Medical to share the benefits with women in all stages of maternity,” said Mr Keiji Saika, President and Head of Research & Development for Toyo Rice Corporation.

Ms Mega Shuen, Acting CEO of Thomson Medical shares, “We are excited with the opportunity to work with Toyo Rice Corporation on this initiative to bring better nutrition to our patients and be the first hospital in Singapore to serve Kinmemai rice. A well-balanced nutrition especially from conception, during pregnancy, childbirth, and beyond is critical to the well-being of the mother and baby. We are excited to make Kinmemai rice available to our patients during their stay in the hospital as well as through our confinement food home delivery service.”

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#### **About Thomson Medical Pte Ltd**

Incorporated in 1979, Thomson Medical is one of Singapore’s leading providers of healthcare services for women and children. It owns and operates Thomson Medical Centre, a fully integrated hospital that provides a comprehensive range of facilities and services with a focus on obstetrics and gynaecology (O&G) and paediatric services.

Over the years, Thomson Medical has expanded its operations to include new areas of specialties and services to care for women beyond maternity and their families across generations.

For more information, please visit: [www.thomsonmedical.com](http://www.thomsonmedical.com)

For more information on Thomson Confinement Food service, please visit: [www.thomsonbaby.com](http://www.thomsonbaby.com)

#### **About Kinmemai**

Kinmemai is the world’s first health-inspired Japanese-made, rinse-free gourmet rice. Manufactured through the patented Kinmemai process, which enhances both the taste and nutrition of tender rice grains, Kinmemai aims to reintroduce rice as more than just a staple food, but an essential source of daily vitamins and nutrients.

The brand’s mission is to promote healthy living through good nutritious habits, and an eco-environment through its rinse-free technology that dramatically reduces water wastage.

For more information, please visit: [www.kinmemai.com](http://www.kinmemai.com)

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