

# Product Catalog

製品カタログ 2025  
**2025**





# About us

アバウトアス

Kurito Foods Co., Ltd. was established in 2016 with a commitment to offering high-quality food and beverage products sourced from all around the world. The company strives to provide consumers with an exceptional experience by delivering products that meet their needs and exceed expectations in both taste and quality.

At Kurito Foods, we prioritize the safety and quality of all our products. We are dedicated to carefully selecting the finest ingredients from across the globe and ensuring that every production process adheres to the international standards. Our focus is on delivering products that provide value, enhance consumer satisfaction, and foster positive experiences.

One of our flagship brands is NICHU, which reflects our focus on delivering value to our consumers. Each of our products undergoes meticulous selection and production processes to meet consumer demands for great taste and superior quality. Our range of products aims to bring satisfaction and meet the diverse needs of our customers.

We are committed to sustainable production while maintaining a balance with the natural environment. By avoiding the use of preservatives and utilizing advanced technologies to monitor and control quality, we ensure that our products are safe and of the highest quality. Our process is carefully managed at every stage to deliver only the best to our consumers.

Kurito Foods aims to become a global leader in the food and beverage industry by continuously offering high-quality, innovative products that meet consumer needs. Our focus will remain on providing value, enhancing customer satisfaction, and expanding our reach globally in a sustainable manner.



# Our story

ストーリー



I used to be an engineer on the automotive research team at Toyota, an experience that took me to Japan for a significant period. There, I absorbed not just their efficient work systems but also a unique way of thinking.

Upon returning to Thailand, the bubble tea craze was in full swing. Yet, when I searched for a truly delicious, ready-to-drink version, I came up with an idea: what if I applied my knowledge of Japanese systems to crafting bubble tea?

So, I started small. Every weekend, I'd set up shop at a local market in the Thonburi area, diligently listening to my customers – kids, adults, Thais, and foreigners alike. I wanted to understand what they loved and what they didn't. Eventually, a clear picture emerged: our target audience was teenagers and working professionals who craved delicious, convenient bubble tea.

That's when I got serious and created my own brand, NICHU. The name comes from the Japanese word "日," meaning "sun." We believed that dedication and consistency, like the rays of the sun, would nurture good things to grow. We dove into the intricacies of mass production, navigating the Food and Drug Administration (FDA) approval process ourselves, learning and problem-solving from the ground up until we secured the license.

Then came the daunting task of approaching 7-Eleven. The wait for their response felt like an eternity – almost a year. Finally, we received a golden opportunity from a senior figure within the organization who was passionate about supporting SMEs like us.

But the journey wasn't without its hurdles. The second wave of the COVID-19 pandemic hit, and Thailand went into lockdown. We had to adapt on almost every front: production, cost management, and distribution.



Through the sheer perseverance of our entire team, we weathered the storm. We gained invaluable experience and even established our own dedicated Research and Development team. From there, we focused on building brand awareness for NICHU, starting with cold-brew coffee in a cup format. We even had the chance to appear on television, significantly boosting our brand recognition. We expanded our product line from just two SKUs to five. Interestingly, we also became the behind-the-scenes manufacturer for several other brands in the market.

Next, we ventured into low-sugar fruit-infused teas, launching five refreshing flavors: Muscat Grape Black Tea, Yuzu Matcha, Strawberry, Lychee Peach, and Jasmine Tea (with two more exciting additions on the horizon!).

Today, we've grown to the point where our first factory is operating at full capacity, leading us to establish a second one. We've also just launched two new products: Matcha Latte and a Three-Leaf Blend Milk Tea, both in convenient bottle formats.

Natrada Sirisukol  
-CEO-

## PREMIUM MILK TEA SERIES

プレミアムミルクティーシリーズ



MATCHA  
LATTE  
抹茶ラテ

38.-

- Crafted with premium Uji matcha from Japan, this smooth and delicately sweet latte delivers a rich, authentic taste in every sip.
- Only 3g of sugar
- No preservatives added
- 250 ml



PREMIUM  
MILK TEA  
プレミアムミルクティー

38.-

- Infused with the authentic aroma of three premium teas – Assam, Earl Grey, and Ceylon – delivering a rich, full-bodied tea flavor with a smooth and fragrant finish.
- Only 2g of sugar
- No preservatives added
- 250 ml

MATCHA LATTE  
& MILK TEA

พร้อมดื่ม  
ได้ทุกที่  
ทุกเวลา!



เฉพาะที่  
7-11 เท่านั้น

## FRUIT TEA SERIES (CUP)

フルーツティーシリーズ (カップ)



### MUSCAT BLACK TEA

マスカット 紅茶

29.-

- Bursting with Muscat aroma and a sweet-tangy twist – even better over ice!
- Only 3g of sugar
- Just 35 kcal
- Made with rich Japanese muscat grape juice
- 250 ml



### STRAWBERRY BLACK TEA

いちご紅茶

29.-

- Sweet and fragrant – like walking through a strawberry garden
- Even more refreshing when served over ice!
- Only 3g of sugar
- Just 40 kcal
- Made with rich Japanese strawberry juice
- 250 ml



### MATCHA YUZU

抹茶 ゆず

29.-

- A light blend of matcha and yuzu – gently tangy with just a hint of sweetness.
- Only 4g of sugar
- Just 25 kcal
- Made with concentrated Japanese yuzu juice
- 250 ml



### LYCHEE PEACH BLACK TEA

ライチピーチ紅茶

29.-

- Refreshing with a fragrant lychee and peach aroma, and a sweet-tangy flavor.
- No sugar
- Just 60 kcal
- Made with concentrated Thai Lychee juice and Japanese peach juice
- 250 ml



## FRUIT TEA SERIES (POUCH)

フルーツティーシリーズ (パウチ)



MUSCAT  
BLACK TEA  
マスカット 紅茶

99.-

- Bursting with Muscat aroma and a sweet-tangy twist – even better over ice!
- Only 12g of sugar
- Just 140 kcal
- Made with rich Japanese muscat grape juice
- 1,000 ml



STRAWBERRY  
BLACK TEA  
いちご紅茶

99.-

- Sweet and fragrant – like walking through a strawberry garden
- Even more refreshing when served over ice!
- Only 12g of sugar
- Just 160 kcal
- Made with rich Japanese strawberry juice
- 1,000 ml



MATCHA  
YUZU  
抹茶 ゆず

99.-

- A light blend of matcha and yuzu – gently tangy with just a hint of sweetness. Extra refreshing when chilled!
- Only 16g of sugar
- Just 100 kcal
- Made with concentrated Japanese yuzu juice
- 1,000 ml



LYCHEE PEACH  
BLACK TEA  
ライチピーチ紅茶

99.-

- Refreshing with a fragrant lychee and peach aroma, and a sweet-tangy flavor.
- No sugar
- Just 240 kcal
- Made with concentrated Thai Lychee juice and Japanese peach juice
- 1,000 ml

## CLEAR TEA SERIES



JASMINE  
GREEN TEA  
ジャスミン緑茶

29.-

- Premium Green Tea: Carefully selected high-quality green tea leaves sourced from China.
- Fragrant Jasmine Aroma: Infused with real jasmine flowers for a naturally refreshing scent and delicate flavor.
- Sugar-Free
- 0 Kcal per bottle
- Refresh Anytime, Anywhere: Perfect for health-conscious individuals seeking a refreshing pick-me-up anytime.

# ใบชาเขียวคุณภาพดี อบกับดอกมะลิจากประเทศจีน

ไม่มีน้ำตาล  
พลังงาน  
0 KCAL



หอมกลิ่น  
ดอกมะลิ  
ลงตัว สดชื่นสุด ๆ

# CONCENTRATE COLD DRIP COFFEE



## MEDIUM ROAST

Taste Note

- Chocolate
- Nutty
- Caramel

300.-  
1,000 ml



## MEDIUM DARK ROAST

Cold Drip Coffee – Extra Bold Brew

Made from 100% Arabica beans grown by Thai farmers in Chiang Rai, this premium cold drip coffee is carefully extracted drop by drop.



## DARK ROAST

Store in the fridge for up to 1 month 🧊

Enjoy 10-13 cups from a 1000ml bag

Bold, aromatic, and delicious in every brew!



## COLD DRIP COFFEE SERIES

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### AMERICANO COLD DRIP BLACK COFFEE

38.-

- Extracted from 100% Arabica coffee beans from Doi Chang
- Medium to dark roast – bold and rich in coffee flavor
- No sweetness, no added sugar
- Smooth and easy to drink – no artificial flavors
- No preservatives added
- 230 ml



### ESPRESSO COLD DRIP MILK COFFEE

38.-

- Brewed from 100% Arabica coffee beans from Doi Chang
- Dark roast for an ultra-bold flavor
- Rich aroma with a touch of sweetness – only 8g of sugar
- Intense coffee taste with no preservatives added
- 230 ml

 **NICHI**

จำหน่ายแล้ววันนี้ทุกสาขา!



## BUBBLE MILK TEA SERIES

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### BUBBLE MILK TEA

30.-

Infused with the authentic aroma of three premium Taiwanese teas – Assam, Earl Grey, and Ceylon – delivering a rich, full-bodied tea flavor with a smooth and fragrant finish.

250 ml

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### BUBBLE GREEN MILK TEA

30.-

Delicately sweet with the full-bodied flavor of matcha – paired with konjac pearls that are lighter in calories than traditional tapioca!

250 ml

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### BUBBLE THAI TEA

30.-

Brewed from premium Ceylon tea leaves – rich and full-bodied like freshly brewed tea, delivering delicious flavor in every bottle.

250 ml



# Contact

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