

Who is Jasmine?



Jasmine Founder Mr. Christophe Allain in 1990

The Brazilian Health Food Company

On August 29, 2014, leading Brazilian health food company Jasmine joined the Otsuka Pharmaceutical group of companies. Jasmine's head office and main plant are located in Curitiba, a city of three million people in Southern Brazil.

In 1990, Mr. Christophe Allain and his wife Rosa established Jasmine which today has become the leading health food company in Brazil.

But who is Christophe and why did he create Jasmine?

Christophe is the son of European immigrants who arrived in Brazil in the sixties when he was 10 years old. After having worked as a teacher, carpenter and in some multinational companies, Christophe, then 19 years old started his journey studying and practicing macrobiotics and oriental medicine principles, as a student of the great leader and philosopher Mr. Kikuchi Tomio, learning how food has so much influence in every one's health. Ever since, Christophe continues to practice the principles of macrobiotics, and he still eats brown rice, miso soup and tofu at home, showing his example of healthy living.

The beginning of the couple in business happened in an unpretentious way in the 70's, when Christophe and his wife Rosa started to cook their own macrobiotic food at home and soon were surrounded by friends who enjoyed having such a delicious and healthy diet. This eventually led to the initiative of opening one of the first macrobiotic restaurants in Brazil, in Campinas near São Paulo.

Later on, in 1990 Mr. Christophe decided to start a new business, Jasmine, where he could be consistent with his philosophy of healthy food as a nutritional catalyst in transforming people's life quality, and offer healthy food to the larger community.



Jasmine operations site startup in 1993

Beginning with products such as brown rice, subsequently the Company expanded to include many other items such as biscuits and granolas, producing and supplying a wide range of whole grain and organic products to suit the Brazilian consumers.

Twenty-five years later, Jasmine has become a reference for the health, organic and functional food industry in Brazil.



Jasmine's main principle is to share the seeds of healthy eating habits, as we believe that eating well is living well. Thus our moto: "Coma bem, viva bem" means exactly this: "Eat well, live well".

More than just healthy food, in addition to the functional benefits, Jasmine wants to motivate a life style change. That is why it seeks to offering products totally focused on providing health, pleasure, beauty and well-being. Therefore, you can say, Jasmine's values reflect the philosophy and values of the Company founder Christophe, who will continue to head the



The founders of Jasmine, Mr. Christophe Allain and his wife, Rosa Allain 2014

company's management team.

The new partnership with Otsuka Pharmaceuticals, will help Jasmine to share the philosophy and benefits of healthy and functional products for a greater number of people in Brazil and abroad.

Coma Bem, Viva Bem!



Exhibition in POS



Jasmine plant and headquarter in Curitiba



Jasmine's products include organic wholegrain cookies, amaranth, quinoa, golden flaxseed, soy and soy flour, wheat flour, brown sugar, agave syrup, rice, rice and oat organic vegetal beverages and organic baby food