

May 30, 2022

The Norinchukin Bank

Norinchukin Innovation Fund invests in Joywell Foods, Inc., a food technology company

The Norinchukin Bank (Chairman: OKU Kazuto) is pleased to announce that the Norinchukin Innovation Fund invested in Joywell Foods, Inc. (CEO: Ali Wang), a food technology company that develops and manufactures a sweet protein portfolio.

Our purpose is “Dedicated to sustaining all life. Work together with our stakeholders to foster the Agriculture, Fishery and Forestry industries and to create a prosperous future for food and lifestyles, and thereby contribute to a sustainable global environment”. The Norinchukin Bank aims to contribute to sustainable global environment and society through investment in Joywell Foods.

About Joywell Foods, Inc.

Joywell Foods, Inc. is a food technology and consumer goods company leveraging microbial fermentation to unlock the power of sweet plant proteins in our modern diets. Sweet proteins, derived from exotic fruits and berries that evolved to provide sugar-like sweetness without sugar, are over 2000x sweeter than sugar, much lower in calories, and don't impact blood sugar levels. Offering a better tasting and healthier alternative for the modern-day sweet tooth, Joywell Foods' sweet protein platform presents a category-defining brand opportunity to change the role of sugar in our favorite foods. To learn more, visit “ <https://www.joywellfoods.com/>”.

Location: California, U.S.A.

Established: 2014

About Norinchukin Innovation Fund

Norinchukin Innovation Fund is focused on helping entrepreneurs solve social challenges. Norinchukin Bank is the sole limited partner of the Norinchukin Innovation Fund managed by Global Brain.