

Now you can have warm rice with your bento!

An insulated food container just for your rice!!

THERMOS INSULATED RICE CONTAINER (JBP Series)

Available Friday, August 21, 2015

THERMOS KK (Tokyo; Shoji Toida President), a world leader in vacuum flask products that offer people and society a lifestyle that is both comfortable and environmentally friendly, will launch its new product range on Friday, August 21, 2015. As part of that new range, we are pleased to announce the launch of a new Food Container just for rice, for those who just want to take some hot rice from home to enjoy with their meals outside the home.

When THERMOS conducted a survey of users of its Food Containers, which were designed to keep soup hot, we learned that about 25% of those users were using it not only for soup, but also for rice as well. We also learned that many people also took *onigiri* rice balls, or even a bowlful of plain rice, in a separate container to enjoy together with the hot meal they brought with them to school, work or other outside activities in their Food Container. These findings led to the launch of this new product. Now, by combining the new Insulated Rice Container with the Food Container, you can keep your whole bento hot until you are ready to enjoy it. Alternatively, on those busy mornings, just take some hot rice in the Insulated Rice Container from home and buy your side dishes later for a convenient lunch. Save both time and money by using the Insulated Rice Container in a way that suits your lifestyle.



**JBP-250
Coral Pink**



**JBP-250
Ivory**



**JBP-360
Black**

Capacity: 0.25 L (about 1.3 bowls of rice)

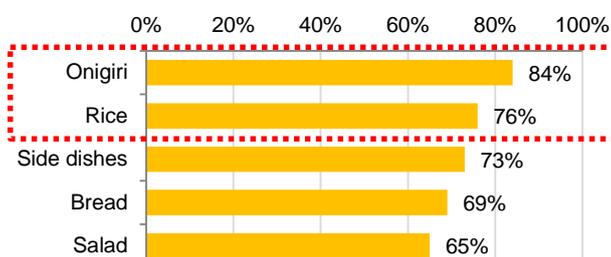
Capacity: 0.36 L (about 1.8 bowls of rice)

The top two accompaniments to meals in Food Containers were *onigiri* and rice. One in four users surveyed used their Food Containers for rice.

According to the Thermos Food Container User Survey, 34% of respondents who purchased the Food Container did so “to save money.” This was the most frequent response, followed by “for soup” (27%) and “for my health” (9%). The desire to save money seems to be a strong motivator for those who make their own lunches. The most popular foods that respondents said that they took with them separately to accompany their meals in their Food Containers were *onigiri* rice balls (84%) and loosely packed rice (76%). The survey also revealed that Food Containers were being put to other uses as well, with 25% of respondents using them for rice, and a similar percentage (27%) putting curry in them. For economy and health reasons, there appears to be a strong desire to enjoy comforting, home-cooked meals both rice and side dishes, even when away from home.

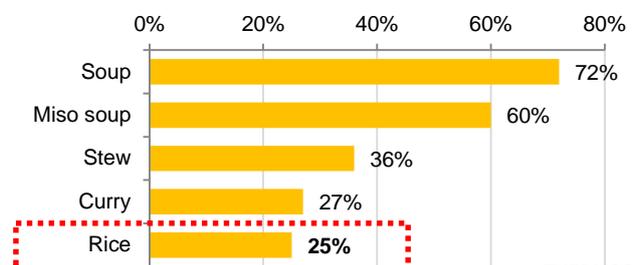
Foods carried with meals in Food Containers

(Multiple responses possible; top 5)



Foods carried in Food Containers

(Multiple responses possible; top 5)



Created to meet the needs of users!

THERMOS INSULATED RICE CONTAINER JBP-250/360

For those who want to enjoy hot rice with their bento.
Now you can! An insulated food container designed especially for rice!!

■ Insulated case



Stainless steel vacuum insulation construction offers excellent heat retention



■ Rice container lid



■ Rice container body



- Microwave-safe
- Dishwasher-safe

■ Pouch



Comes with its own pouch for easy portability. Small pocket on the side to store chopsticks.



Every little bit helps when economizing!!

Even taking just your rice to school or work can save you money.

	Daily	Monthly
Convenience-store <i>onigiri</i>	¥240 for two	¥4,800
Taking rice in your JBP-250	¥30	¥600

**That's a saving of
around ¥4,200 a
month!!**

* Figures estimated by THERMOS KK based on major convenience store and supermarket prices for rice and *onigiri*. Assumes average use of 20 days a month. Electricity and water costs not included.

■ JBP-250/360 Specifications

Model No.	JBP-250	JBP-360
Color	CP: Coral Pink / IV: Ivory	BK: Black
RRP (ex tax)	¥4,000	¥4,500
JAN Code (4562344)	CP: 352789 / IV: 352796	BK: 352802
Weight (approx. kg) *1	0.3	0.3
Rice container capacity (L)	0.25	0.36
Heat retention (6 hours)	≥50°C (without pouch) / ≥53°C (with pouch)	≥54°C (without pouch) / ≥57°C (with pouch)
Dimensions WxDxH (approx. cm) *2	9.5x9x10.5	10x9.5x12

*1 Including pouch *2 Excluding pouch