

BRAND'S launches ginseng honey jelly strip, creating new value for medicinal crop supply chains

03 August 2026 | News

The launch underscores growing consumer demand for premium botanical ingredients and value-added agricultural products in Asia's functional food market



Sometimes, getting through the day isn't about pushing harder, it's about finding smarter ways to bounce back. BRAND'S, by Suntory Beverage & Food Health Enrichment (SBFHE), today launches its new BRAND'S Ginseng Essence Honey Jelly Strip in Singapore that turns traditional ginseng into a pocket-sized pick-me-up. Created for busy lifestyles, the new jelly strip helps consumers bounce back anytime by relieving fatigue, replenishing energy, and supporting immunity.

The new product reimagines ginseng into a modern, enjoyable format for today's busy lifestyles. Ready to consume straight from the sachet and best enjoyed chilled for a refreshing taste, each 15g strip offers a simple way to enjoy a vitality boost in seconds. No water, no preparation and no slowing down - simply tear, squeeze and enjoy. A pocket-sized pick-me-up designed for workdays, commutes, travel, and everyday moments on the move, the jelly strip is an easy companion for whenever a quick recharge is needed.

Ginseng, But Make It Easy

Long valued for its restorative properties, ginseng has often been associated with bitter flavours. BRAND'S Ginseng Essence Honey Jelly Strip switches things up by blending the nourishing goodness of ginseng with the natural sweetness of honey to create a chewy and tasty jelly strip, delivering enjoyment and convenience in every bite. Each strip is made with American ginseng extract, Panax ginseng extract, and complementary herbal ingredients, including Mai Men Dong and Schisandra berry extract.

These key ingredients have commonly been used in Traditional Chinese Medicine, and with the new jelly strip format, BRAND'S makes it easier for consumers to enjoy the benefits of these trusted vitality ingredients as part of everyday life. American ginseng is used to alleviate the signs of fatigue and help your body recover after a long day. Panax ginseng boosts vital energy (Qi) and supports immunity. The launch reflects BRAND'S continued commitment to innovation, bringing the benefits of ginseng to consumers in a convenient and enjoyable format tailored to today's fast-paced lifestyles.

As consumer lifestyles continue to evolve, there is growing demand for wellness solutions that are both effective and convenient. BRAND'S Ginseng Essence Honey Jelly Strip represents an exciting step forward in our journey to make wellness more accessible, combining the trusted benefits of ginseng with a convenient, enjoyable format designed for modern lifestyles. This innovation reflects our commitment to understanding consumer needs and leveraging our scientific expertise to create meaningful wellness solutions. Through products like this, we continue to deliver on our purpose of inspiring the brilliance of life and supporting the health and well-being of consumers across the region," said Omer Malik, Chief Executive Officer, Suntory Beverage & Food Health Enrichment.

Built for the Singapore Grind

For Singapore's working adults, the need for an energy boost often comes in small moments - before a presentation, between meetings, during a commute, or in the middle of a long day. Made for every moment, the BRAND'S Ginseng Essence Honey Jelly Strip fits easily into a bag, desk drawer, or pantry - simple to enjoy anytime, anywhere. The product also taps into a growing preference for snackable wellness options that are practical and pleasant to consume. With its compact, portable single-serve format and honey-blend, the jelly strip offers consumers a tasty and convenient way to enjoy ginseng without the need for any preparation. When the slump hits harder than your deadlines, this is your quick fix to bounce back. The BRAND'S Ginseng Essence Honey Jelly Strip is a fuss-free daily boost - tear, squeeze, and go.

Available in 1-strip, 5-strip and 12-strip packs, the jelly strips are now available at major retailers and e-commerce platforms including Cold Storage, FairPrice, Giant, Guardian, Sheng Siong, and Shopee; and will soon be available at 7-Eleven, Cheers, and Lazada. Recommended retail prices are S\$2.80 (1-strip), S\$13.50 (5-strip) and S\$28.80 (12-strip). As part of its launch, the jelly strip will be available at special promotional prices of S\$2, S\$10 and S\$24 respectively for a limited time until 30 September.

Across the region, Suntory Beverage and Food Asia (SBFA) continues to expand its portfolio guided by its Seikatsusha approach, which centres around understanding consumers not simply through moments of purchase and consumption, but with a holistic view of individuals with diverse lifestyles, aspirations and needs throughout their daily lives. As a business unit under SBFA, SBFHE's new BRAND'S Ginseng Essence Honey Jelly Strip is among the latest additions to SBFA's portfolio of recent product innovations across the region, including BOSS Coffee Yuzu Black, Suntory Hy! Water Lock, and Pepsi Treats Dubai Chocolate Zero Sugar.