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## Savor the Blessings of the Forest with All Five Senses MOOMIN × OJI “*Forest Time* TEA HOUSE” Limited-Time Event | August 1 (Fri) – August 7 (Thu)

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Oji Holdings Corporation (President: Hiroyuki Isono; Head Office: Chuo-ku, Tokyo) will host a limited-time café event in collaboration with Moomin from Friday, August 1 to Thursday, August 7, 2025, at Daikanyama T-SITE GARDEN GALLERY. The event, titled “*Forest Time* TEA HOUSE”, offers a unique experience themed around nature and the forest.

Oji, in collaboration with the globally beloved character Moomin, is advancing the “**WITH FOREST PROJECT**” — an initiative that highlights the value forests bring to everyday life. This summer, Oji will host an event in Tokyo, creating an immersive forest-like space where guests can experience “*Forest Time*” — a moment to engage all five senses in savoring the blessings of the forest, including a specially crafted menu.

At the event venue, guests will be welcomed by a specially crafted wooden Moomin statue made from timber sourced from Oji’s company-owned forests (Oji Forest). Featuring wooden paths surrounded by the sounds and scents of the forest, the event offers a calming, immersive experience along with hands-on encounters with craftsmanship shaped by over 150 years of Oji’s commitment to “Growing Forests, Utilizing Forests,” and with products born from our sustainable forest management.

As part of the special menu, the event will feature exclusive offerings that showcase the Oji Group’s unique expertise and commitment to quality. These include a refreshing dessert made with seasonal Haskap jam from Hokkaido, specially prepared by Grand Hotel New Oji, as well as a flavored tea infused with rare licorice cultivated in Japan by the Oji Medicinal Plants Laboratory Co., Ltd.. These original items will be available only at the event venue.



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## Event Overview – “Forest Time” TEA HOUSE

Venue: Daikanyama T-SITE GARDEN GALLERY-16-15 Sarugakucho, Shibuya-ku, Tokyo

Dates: August 1 (Fri) – August 7 (Thu), 2025

Opening Hours: 11:00 -18:00

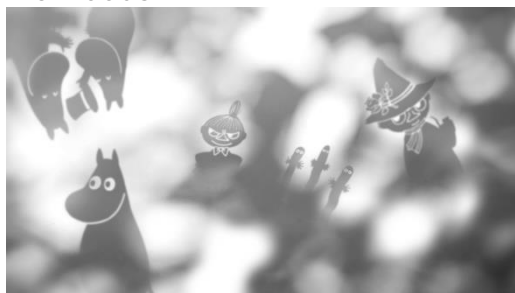


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※The above is a conceptual image of the venue.

Bathed in dappled sunlight reminiscent of a forest, the space evokes a sense of calm, with arts featuring the Moomins and their friends playfully peeking out from the trees.

This forest-inspired setting invites visitors to relax among textured log benches made from acorn trees grown in Oji Forest, and a “Forest Bookshelf” lined with books about nature and the woods.



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※The above is a conceptual image of the venue

### ■ Forest Time Original Menu

A selection of original drinks and sweets inspired by the blessings of the forest, available exclusively at the event venue.



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### 1) Forest Pehmis

“Pehmis” is the Finnish word for soft serve. Lightly infused with the aroma of Japanese cypress, this refreshing treat evokes the feeling of enjoying dessert deep in the forest. Toppings include a special Haskap berry sauce from Hokkaido by Grand Hotel New Oji, and a rich caramel sauce.

### 2) Forest Cloud Tea (Iced)

A delicate foam tops this original iced tea, releasing a gentle forest aroma with each sip. Light, refreshing, and quietly sweet—available in elderflower, raspberry flower, and lychee oolong.

### 3) Forest Licorice Tea (Hot)

A smooth, naturally sweet herbal tea made with rare licorice, 100% domestically grown in Hokkaido and cultivated by the Oji Group.

A special, comforting cup inspired by the warmth and stillness of the forest.

### ■Oji Forest Capsule Toy

A custom-made capsule toy machine using wood from Oji Forest and Cellulose Nanofiber (CNF), a biomass material derived from wood.

By returning a used paper cup, visitors can try the machine once for a chance to win an original “WITH FOREST PROJECT” sticker made of wood and paper.

The capsule itself is made from molded pulp and will be collected for recycling, offering a hands-on experience with circular resource use.



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### ■Forest Photo Booth

Step into a special photo booth designed to resemble a forest scene where the Moomins might live. Take home a printed photo in an event-exclusive frame as a keepsake of your visit.



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## ■ Transit Advertising

Transit advertisements will be displayed at Shibuya Station to coincide with the Forest Time TEA HOUSE event period.



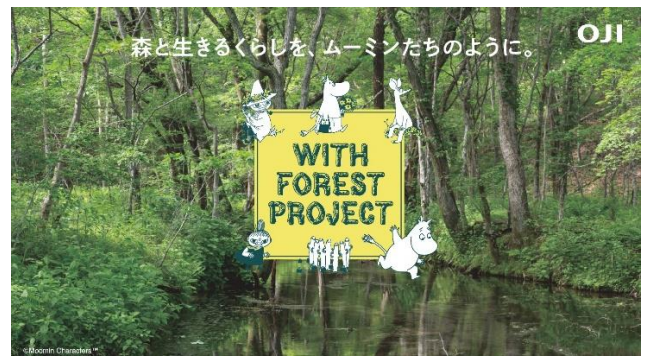
©Moomin Characters™ ※Please refrain from contacting the station or station staff regarding this advertisement.

Event details will be shared on the official WITH FOREST PROJECT Instagram account (@oji\_forest): [https://www.instagram.com/oji\\_forest/](https://www.instagram.com/oji_forest/)

※Event details may change without prior notice.

## ■About WITH FOREST PROJECT

“WITH FOREST PROJECT”, launched in February 2025, is an initiative designed to highlight the value of forests and bring people closer to nature. This collaborative project unites Moomin, a globally beloved character rooted in a deep respect for nature, and Oji Holdings Corporation, a company with over 150 years of experience in sustainably nurturing forests and utilizing forest resources. Sharing common values, the project encourages a deeper connection between people and forests.



## ■About Moomin

Moomin is a story first published in 1945 by Tove Jansson, a leading Finnish writer and artist. Moomins have been depicted in novels, comics, and picture books, and have been the basis for numerous animated films, character goods, theme parks, and stores. They have been loved by a wide range of people around the world and in Japan as well. The Moomin family, Snufkin, Little My, Hattifatteners, and many other popular characters, as well as Scandinavian design goods that utilize a high level of artistry and philosophical and profound literature, have also recently gained high popularity among adults. In addition, the year 2025 marks the 80th anniversary of the publication of the Moomin novels.

## ■ About Oji Holdings' Sustainable Forest Management

The Oji Group has been engaged in sustainable forest management for more than a century, guided by the corporate philosophy that “Those who use trees are responsible for planting them.” We manage a total area of 635,000 hectares—about three times the size of Tokyo Prefecture—comprising 190,000 hectares in Japan and 450,000 hectares overseas, making “Oji Forest” one of the largest company-owned forests in Japan (\*based on our research). Approximately 30% of this area consists of conservation forests, and through integrated management with production forests, we are able to maximize the multifaceted functions of forests, such as water source cultivation, landslide prevention, and biodiversity preservation.

For inquiries regarding this matter, please contact

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