



LOS POBLANOS

HISTORIC INN & ORGANIC FARM

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FOR IMMEDIATE RELEASE

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LOS POBLANOS TRAVELS TO TOKYO

LOS RANCHOS DE ALBUQUERQUE – Apr. 3, 2018 – Los Poblanos Historic Inn & Organic Farm hosted an exciting Tokyo press event on March 15. The event celebrated nearly a decade of international retail success of its artisan lavender products while sharing the New Mexico True message. Matthew Rembe, Executive Director of Los Poblanos, met with journalists, magazine editors, retailers and merchants and shared the story of Los Poblanos. He was honored to represent and promote the New Mexico True campaign, continuing the relationship established by Albuquerque’s mayor during the 2016 Sister City Trade Mission to Japan.

The Japanese consumer is highly discerning and places utmost value in quality, distinct product. Unlike European lavender products, the Los Poblanos line tells the story of the New Mexican, family-run, organic lavender farm from which it originated. This story resonates with the Japanese market and has resulted in a loyal international following. Los Poblanos has a presence in Isetan and Takashimaya, both prestigious retail spaces in Japan. “As a historic property ourselves, it’s a tremendous honor to have our products represented in some of the oldest luxury retailers in the world which date back to the mid-nineteenth century,” says Rembe.

Matthew Rembe experienced firsthand the curiosity of the Japanese consumer when meeting with press and retailers in Tokyo. Rembe shared a presentation that prompted discussion around the Los Poblanos production process, architecture, culture and business model. Ultimately, the conversation dug deep into the rich history of New Mexico, as alhucema (lavender) has been utilized on New Mexican soil since the arrival of early Spanish settlers. The event attendees were inquisitive and fascinated, and view New Mexico as an exotic place.

Among attendees was Chiaki Yoshikawa, a pioneer in Japanese organic beauty industry, who said “Lavender which is grown in Los Poblanos organic fields has a very special scent. It might be the biggest charm of Los Poblanos spa products.” The event was held at BUIK, a farm-to-table restaurant in the Minato neighborhood, and featured Los Poblanos Farm Foods incorporated into cocktails, soups, quiche and dessert items, introducing attendees to Rio Grande Valley Cuisine.

Los Poblanos is proud to have an ever-expanding international footprint while sharing the New Mexico True message.







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