

Natural Tuna Corporation Responds to Allegations of Fake News Regarding StarKist's New Tuna Ice Cream Launch

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StarKist's New Tuna Ice Cream Launch In Japan Fake News?

29 January 2024



Online press release distribution platform *IssueWire* recently issued news that a seafood company named Natural Tuna Corporation (NTC) has introduced StarKist 'Hot Buffalo Style Tuna Creations Ice Cream' in the Japanese market. "Best enjoyed with a sprinkle of red pepper flakes, this ice cream promises to be a flavorful adventure for Japanese consumers," read the statement. This is likely a hoax as there is no such company as NTC. Also, StarKist had put up a post on its Facebook on April 1, 2019, "Meet our new Hot Buffalo Style Tuna Creations Ice Cream. That's right, we are bringing you hot and cold all in one sweet treat." This was later revealed to be an April Fool's Day prank by the US firm.

Atuna reached out to StarKist to find out the credibility of this news, but did not get a response at the time of this publication. In Trustpilot, *IssueWire* has a 2.9 rating with many reviewers stating that its press releases are misleading and even a scam.

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Tokyo, Japan Feb 20, 2024 (Issuewire.com) - In response to recent claims questioning the legitimacy of the launch of StarKist's New Tuna Ice Cream, Natural Tuna Corporation issues this statement to clarify and correct misinformation circulating in the media.

Contrary to the assertions made by Atuna.com, Natural Tuna Corporation confirms that the introduction of StarKist® Hot Buffalo Style Tuna Creations® Ice Cream is indeed a genuine endeavor. We are proud to pioneer innovative culinary creations that cater to diverse tastes, and our commitment to delivering unique and flavorful experiences remains steadfast.

While we appreciate the coverage, we must address several inaccuracies presented in the article:

- **The Existence of Natural Tuna Corporation:** We affirm that Natural Tuna Corporation is a legitimate entity actively involved in the development and promotion of Tuna Ice Cream. Our dedication to culinary innovation drives us forward, and we invite interested parties to visit our

official website for more information.

- **Verification of News:** The credibility of our announcement was questioned in the article, particularly referencing a press release by IssueWire. We assure the public that our commitment to transparency is unwavering, and we are prepared to provide any necessary documentation or information to validate our initiatives.
- **Contact Information:** For further inquiries or clarifications, interested parties are encouraged to contact Natsuki Kishimoto at Natural Tuna Corporation via email at j0bava2q96@sute.jp or by phone at +81 70-5004 3933.

Natural Tuna Corporation acknowledges the importance of accurate reporting and seeks to ensure that accurate information reaches the public. We welcome the opportunity to address any concerns and provide additional details about this exciting development in the Tuna Ice Cream industry.

Furthermore, we acknowledge that Tuna Ice Cream may be considered an acquired taste, akin to other unconventional culinary delights. We believe in pushing the boundaries of flavor and invite consumers to embark on this unique gustatory journey with us.

About Natural Tuna Corporation:

Natural Tuna Corporation is a leading innovator in the culinary industry, specializing in the development and promotion of Tuna Ice Cream. Committed to delivering unique and flavorful experiences, Natural Tuna Corporation continues to push the boundaries of culinary innovation.

<https://youtu.be/XVfJiqJSTts?si=OY3iFY44-WSDxT9C>

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Source : Natural Tuna Corporation

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