

February 8, 2017
Otsuka Foods Co., Ltd.

Otsuka Foods Makes “Bon Curry Gold—Taiyo no Keema Curry” a Standard Product, Available Year-Round

Well-Received Product Tastes Great Chilled or Straight out of the Package

Special Spices Added to Ripe Tomatoes and *Hyuganatsu* Juice for a Refreshingly Spicy Dish

In Stores across Japan on February 13, 2017

TOKYO, Japan, February 8, 2017 — Otsuka Foods Co., Ltd. (Head Office: Chuo Ward, Osaka; President: Sadanobu Tobe) announced today that it will start selling Bon Curry Gold—Taiyo no Keema Curry across Japan on February 13, 2017.

The original Bon Curry, the world’s first commercial retort food product, has for decades been the standard bearer for retort curries, enjoying steadfast customer loyalty since it was first launched by Otsuka on February 12, 1968. Bon Curry Gold evolved in 2013, commemorating the 45th anniversary of the brand’s release. This new Bon Curry Gold product changed the way consumers prepared the meal, making it possible to just open the box and heat it up in a microwave oven instead of the usual method of boiling a packet in water. Since 2013, Otsuka has released limited summer and winter seasonal varieties to compliment the standard lineup of mild, medium, hot, and very hot. These special curries have been well received by a wide range of customers.

Bon Curry Gold—Taiyo no Keema Curry was originally launched to rave reviews as a summer seasonal curry in 2015. It has now been made even tastier and will be released as a standard product, available year-round. *Hyuganatsu* (a type of citrus fruit) juice from Miyazaki Prefecture, added as an accent, enhances the mild acidity of ripe tomatoes. A special blend of spices with a pleasant cooling sensation, such as cumin and coriander, is used to create a keema curry with a refreshing spiciness. The oil and fat content has been adjusted and almond milk and coconut milk powder added for richness so that the curry can be enjoyed heated up, chilled in the refrigerator or straight out of the package.

As a pioneer of retort food products, Otsuka Foods is determined to continue creating and offering next-generation retort foods.



Bon Curry Gold—Taiyo no Keema Curry