

February 15, 2017
Otsuka Foods Co., Ltd.

Otsuka Foods to Release “100 kcal My Size Bibimbap no Moto” and “100 kcal My Size Basil Cream”

Two New Unique Products in the Convenient and Delicious My Size Series

In Stores across Japan on February 20, 2017

TOKYO, Japan, February 15, 2017 — Otsuka Foods Co., Ltd. (Head Office: Chuo Ward, Osaka; President: Sadanobu Tobe) announced today that it will start selling two new products in the My Size Series across Japan on February 20, 2017: “100 kcal My Size Bibimbap no Moto,” which is a blend of tasty ingredients for mixing with rice, and “100 kcal My Size Basil Cream,” the fourth pasta sauce in the series.

Under the concept of “a meal that’s just the right size,” Otsuka Foods developed the My Size series of retort food products with moderate calories and mass in a package that lets consumers easily imagine the size of the serving. Since the launch of the series in 2010, the company has been offering meals that are just the right size—My Size—for people who feel that the meals on offer until now have had portions and calories that are a bit too much.

Bibimbap is a popular Korean dish. The newly released “100 kcal My Size Bibimbap no Moto” features a tasty, spicy sauce made with fragrant sesame oil, *gochujang* red chili paste, and *doubanjiang* broad bean chili paste. When mixed with Otsuka Foods’ “150 kcal My Size Mannan Gohan,” a packed rice product already in stores, it creates a meal of *bibimbap* that customers can enjoy with only 250 kilocalories per serving.

“100 kcal My Size Basil Cream” is a mild, creamy pasta sauce with the refreshing fragrance of Japan-grown basil and the richness of cheese. Mixed with Otsuka Foods’ “150 kcal My Size Delicious Pasta: Penne Type,” a packed pasta product already in stores, it creates a pasta meal that customers can enjoy with only 250 kilocalories per serving.

Otsuka Foods will continue to offer new value in retort food products in a package that lets consumers easily imagine the size of the serving through the My Size series.



100 kcal My Size
Bibimbap no Moto



100 kcal My Size
Basil Cream