

March 8, 2017
Otsuka Foods Co., Ltd.

Otsuka Foods to Release Shizen Shokkan CHiA Green Tea Cookies

The First Item with a Japanese Flavor—Green Tea—in the Lineup of Chia Seed Cookies Especially Popular Among Women
Existing Items Also to Come Out in Bigger Quantities, Lower Prices, and Redesigned Packages
In Stores across Japan on March 13, 2017

TOKYO, Japan, March 8, 2017—Otsuka Foods Co., Ltd. (Head Office: Chuo Ward, Osaka; President: Sadanobu Tobe) announced today that it will start selling Shizen Shokkan CHiA Green Tea Cookies across Japan on March 13, 2017. The cookies, which are made with “Nishio no Matcha,” a local brand of powdered green tea from Aichi Prefecture, are the latest addition to the Shizen Shokkan CHiA series of chia seed cookies that are gaining in popularity, especially among women.

Additionally, on the same day, the existing items in the lineup—Shizen Shokkan CHiA Coconut, Shizen Shokkan CHiA Cacao, and Shizen Shokkan CHiA Caramel Almond—will be re-introduced with more cookies per package (19% more), a lower price, and redesigned packages.

Shizen Shokkan CHiA Green Tea cookies are made by adding “Nishio no Matcha” powdered green tea from Aichi Prefecture, which is one of Japan’s leading producers of green tea, and chia seeds, to the cookie dough, which is then baked to delicious perfection. The Japanese ingredient of *matcha* powered green tea, which has been attracting worldwide attention in recent years, gives the cookies a rich aroma and bittersweet aftertaste that compliments the chia seed cookies’ enjoyable texture.

Recently, the new idea of healthy snacking has been attracting attention, especially in the United States. The healthy snacking concept encourages supplying nutrients that are insufficient in meals and suppressing excessive hunger by eating moderate snacks between the three meals of the day.

A single package of Shizen Shokkan CHiA cookies contains about half the recommended daily intake of omega-3 fatty acids (1.1 grams), an ingredient regarded as beneficial to beauty, as well as dietary fiber that absorbs water, providing a satisfying feeling of fullness. As a product containing an ingredient with nutrient function claims—namely omega-3s—delicious CHiA Caramel Green Tea cookies offer a natural and easy way to load up on nutrition anywhere, whether at the office or on the go, while supporting both beauty and hunger management. Otsuka Foods believes working women will especially love this product.



Shizen Shokkan CHiA Green Tea

Shizen Shokkan CHiA
CoconutShizen Shokkan CHiA
CacaoShizen Shokkan CHiA
Caramel Almond