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Otsuka Foods Co., Ltd.

Otsuka Foods to Release Three New Products in Ginza Rokusantei Series under the Supervision of Celebrity Chef Rokusaburo Michiba

“Kiwami no Gomoku Kamameshi,” “Kiwami no Tori Gobo Kamameshi,” and “Hayashi Beef”; and Existing Products Reformulated with New Packaging
In Stores across Japan on August 28, 2017

Tokyo, Japan, August 8, 2017 — Otsuka Foods Co., Ltd. (Head Office: Chuo Ward, Osaka; President: Sadanobu Tobe) announced today that it will start selling three new products in the Ginza Rokusantei Series of premium dishes on August 28, 2017. The products include two new bases for small *kamameshi* (about 150g rice), *Kiwami no Gomoku Kamameshi* and *Kiwami no Tori Gobo Kamameshi*, and the first *hayashi* rice addition to the series, *Ryotei no Makanai Hayashi Beef* with Japanese flavors.

Made under the supervision of Rokusaburo Michiba, a Japanese celebrity chef, the Ginza Rokusantei series consists of Japanese-style meals that “bring the taste of a traditional Japanese restaurant to the home.” Since first going on sale in 2004, the series has gained a wide reputation as a new kind of classy Japanese dish.

The new Ginza Rokusantei—*Kiwami no Gomoku Kamameshi* and Ginza Rokusantei—*Kiwami no Tori Gobo Kamameshi* are bases for small *kamameshi* and are perfect for smaller modern households, making enough to serve two people at the bookend of a meal. The base uses ingredients entirely produced in Japan for peace of mind, with a generous amount of filling ingredients* to make delicious and luxurious dishes.

Ginza Rokusantei—*Ryotei no Makanai Hayashi Beef* was developed in response to feedback from many consumers who asked for a lighter *hayashi* rice with Japanese flavors that can be easily prepared at home. Developed under the supervision of celebrity chef Rokusaburo Michiba, the sauce is subtly flavored with fish sauce and powdered miso, to produce a light-tasting *hayashi* rice sauce with Japanese flavors that appeal to consumers in Japan.

In addition, the four existing products in the Ginza Rokusantei Series have been reformulated to deliver the same delicious flavor with less salt, containing 13% less salt than the original formulas with just 2.0 grams of salt. The existing products are Ginza Rokusantei—*Ryotei no Gomoku Kamameshi* and Ginza Rokusantei—*Ryotei no Tori Gobo Kamameshi* bases for double-sized *kamameshi*, Ginza Rokusantei—*Ryotei no Gomoku Chirashi Sushi* for double-sized *chirashi sushi*, and Ginza Rokusantei—*Ryotei no Makanai Curry*, a curry with Japanese flavors that has been reformulated with all Japanese filling ingredients. The reformulated products will be released in new packaging across Japan on August 28, 2017.

Otsuka Foods is expanding the lineup of Ginza Rokusantei Series products in order to bring even more delicious *washoku* dishes to consumers.

* Volume comparison with half of double-size *kamameshi* bases offered by Otsuka Foods



Ginza Rokusantei
Kiwami no Gomoku Kamameshi



Ginza Rokusantei
Kiwami no Tori Gobo Kamameshi



Ginza Rokusantei
Ryotei no Makanai Hayashi Beef