

August 9, 2018
Otsuka Foods Co., Ltd.

**Otsuka Foods to Release “150kcal My Size Oishii Udon”
and “100kcal My Size Japanese Style Curry”**

First Microwaveable Packaged Udon Noodles in the “My Size” Series

In Stores across Japan on August 21, 2018

TOKYO, Japan, August 9, 2018—Otsuka Foods Co., Ltd. (Head Office: Chuo Ward, Osaka; President: Atsumasa Makise) announced today that it will start selling two new products in the My Size Series: “150kcal My Size Oishii Udon” (packaged udon noodles) and “100kcal My Size Japanese Style Curry” across Japan starting on Tuesday, August 21.

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. 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.

This is the first time that udon noodles have gone on sale as a packaged product in the My Size Series. The 150kcal My Size Oishii Udon is a 150kcal single serving with 0.1g of sodium (salt equivalent) that can be eaten immediately when wanted by heating for 40 seconds in a (500W) microwave. The udon noodles are thin and go down smoothly. Udon is said to be a national favorite in Japan, on par with curry, and the new My Size Oishii Udon will make it easier than ever to enjoy udon, a dish often appearing on the dinner table.

The 100kcal My Size Japanese Style Curry, which features the flavor of bonito stock and a deep, creamy taste, is a mild curry that even people who have trouble with spicy food should try. Just combine the 150kcal My Size Oishii Udon with the 100kcal My Size Japanese Style Curry to enjoy a delicious curry udon. Also, if the packaged udon is combined with various products in the My Size Series already available, udon with a range of flavors can be enjoyed with 250kcal per serving. Otsuka Foods hopes that customers will try its products, which allow easy yet delicious calorie control.

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.



150kcal My Size Oishii
Udon



100kcal My Size
Japanese Style Curry