

August 23, 2018
Otsuka Foods Co., Ltd.

Otsuka Foods to Release Shizen Shokkan SOY
An Easy Way to Replenish Protein in Non-fried Soybean Snacks with
a Crispy, Crunchy Texture
Lineup Includes Caramel Crunchy Soybeans, Infused Chocolate
Soybeans, and Brown Sugar Syrup Coated Soybean Karinto
In Stores across Japan on September 3, 2018

TOKYO, Japan, August 23, 2018—Otsuka Foods Co., Ltd. (Head Office: Chuo Ward, Osaka; President: Atsumasa Makise) announced today that it will start selling Shizen Shokkan SOY “Caramel Kari Kari Daizu” (Caramel Crunchy Soybeans), “Shimikomi Choco Daizu” (Infused Chocolate Soybeans), and “Kuromitsu-gake Daizu Karinto” (Brown Sugar Syrup Coated Soybean Karinto) across Japan starting on September 3, 2018. These non-fried soybean snacks are a new lineup in the Shizen Shokkan series, following the Shizen Shokkan CHiA lineup of chia seed cookies, which have become popular, especially among women, since their launch in 2015.

Japanese people’s average intake of protein has been on a downward trend in recent years. Protein is essential as a nutrient that goes into building the body, including muscle, skin, hair, and nails. However, certain groups of people tend to have low protein intake: those do not eat breakfast because they are busy, who follow a restrictive diet, and who do not eat much due to loss of appetite.

Items in the new Shizen Shokkan SOY lineup are non-fried soybean snacks that enable convenient consumption of 5 grams of protein, as well as calcium and isoflavone, which tend to be lacking in people’s diets, in each 21- to 24-gram bag of easy-to-eat bite-sized pieces. “Caramel Kari Kari Daizu” and “Kuromitsu-gake Daizu Karinto” are soybean puffs coated in caramel or brown sugar and have a crunchy texture. “Shimikomi Choco Daizu” are soybean puffs infused with chocolate for an enjoyable delicately crisp texture.

The Shizen Shokkan brand is based on the concept of “using delicious and fun ingredient textures to make the body happy.” These delicious snacks offer a natural and easy way to load up on nutrients anywhere, whether at the office or on the go. Otsuka Foods believes working women will especially love these products.



Shizen Shokkan SOY
Caramel Kari Kari Daizu



Shizen Shokkan SOY
Shimikomi Choco Daizu



Shizen Shokkan SOY
Kuromitsu-gake Daizu Karinto