

November 21, 2018  
Otsuka Foods Co., Ltd.

**Otsuka Foods to Launch “Zero Meat” Brand  
Demi-Glace-Type Hamburger and Cheese-Filled\*<sup>1</sup> Demi-  
Glace-Type Hamburger First in Lineup;  
Meat-Free, Soy-Protein Hamburger with the Texture, Flavor,  
and Aroma of Meat!  
In Stores November 27, 2018**

TOKYO, Japan, November 21, 2018 — Otsuka Foods Co., Ltd. (Head Office: Chuo Ward, Osaka; President: Atsumasa Makise) announced today that it will start selling “Zero Meat Demi-Glace-Type Hamburger” and “Zero Meat Cheese-Filled\*<sup>1</sup> Demi-Glace-Type Hamburger,” two meat-free patty products made from soy beans. The two new products will be available mainly in the Kanto area first, ahead of other areas, starting November 27, 2018.

In recent years, meat substitute foods that can be eaten in place of hamburger and sausage have been attracting a lot of attention worldwide. A variety of reasons are thought to be behind this trend, including food shortages due to a rapidly rising global population, the size of the environmental impact caused by producing livestock compared to grains, and growing numbers of people becoming vegetarians and vegans for health reasons.

The new Zero Meat hamburgers are made with no meat at all. Soy beans are used to create the texture, flavor, and aroma of meat. Simply heat them in a microwave oven to enjoy these delicious products. Moreover, the fact that they are frozen-chilled products\*<sup>2</sup> enables more stable product supply and reduces waste loss, making them environmentally friendly.

Under the Zero Meat brand, Otsuka Foods plans to continue proposing delicious and healthy eating habits by developing a variety of meat substitute foods, starting with these two hamburger products.

\*1 Made from a cheese-like soymilk cream.

\*2 Frozen-chilled products are handled as frozen during the storage period. They are thawed just before sale and sold at the same temperature as chilled food products (requiring refrigeration).



**Zero Meat  
Demi-Glace-Type  
Hamburger**



**Zero Meat  
Cheese-filled\*<sup>1</sup> Demi-Glace-Type  
Hamburger**