

June 27, 2019
Otsuka Foods, Co., Ltd.

**Otsuka Foods to Release Bon Curry Gold with
Packaging Featuring *Super Bomberman R*
Characters in
Second Release of Bon Curry Gold Collaborative
Packaging
In Store Only for Summer Season Starting in July 2019**

TOKYO, Japan, June 27, 2019—Otsuka Foods Co., Ltd. (Head Office: Chuo Ward, Osaka; President: Atsumasa Makise) announced that today it will start selling three Bon Curry Gold products (mild, medium, and hot) with special packaging featuring characters from the *Super Bomberman R* video game across Japan. They will be in store only for the summer season starting in July 2019.

Last year it had been 50 years since the original Bon Curry was first launched by Otsuka as the world's first commercial retort food product on February 12, 1968. This year, making a new start with the aim of turning Bon Curry into a 100-year brand, the Company formed a tie-up with *Super Bomberman R*, a popular game developed by Konami.

The Bon Curry Gold with collaborative *Super Bomberman R* packaging, which is the second time the series has had special packaging following the one featuring *Ultraman* last year, will include a total of 30 designs to be released only during the summer, which is the period of highest demand for curry.



**Bon Curry Gold with Packaging Featuring
Super Bomberman R Characters**