

September 12, 2019
Otsuka Foods Co., Ltd.

Otsuka Foods to Release BRAIN SPORTS DRINK “e3 240 ml can”

**New Drink Category Inspired by E-sports
Pre-release on Amazon.co.jp on September 30**

TOKYO, Japan, September 10, 2019 — Otsuka Foods Co., Ltd. (Head Office: Chuo Ward, Osaka; President: Atsumasa Makise) announced today that it will start pre-release sales on Amazon.co.jp of BRAIN SPORTS DRINK “e3 240 ml can” on September 30, as a new product category inspired by e-sports.*

The new BRAIN SPORTS DRINK “e3 240 ml can” is carbonated and contains caffeine plus the sweetness of two types of sugar — glucose and palatinose® — as sources of quick and sustained energy, plus a moderately bitter flavor that produces a refreshing aftertaste to round out the taste that these athletes want. In addition, in a first-time initiative, repeated interviews were conducted with e-sports players engaged in high-level battles of the mind and industry insiders to implement joint development in order to incorporate the elements required for e-sports, which is generally considered to be a mental sport.

A sponsorship agreement for BRAIN SPORTS DRINK “e3 240 ml can” has been concluded with Tokido, an e-sports professional who graduated from The University of Tokyo. Together with Tokido, who strives to logically analyze games, Otsuka Foods will propose new value for the beverage market and the e-sports industry with the aim of winning customers through the new BRAIN SPORTS DRINK category.

*E-sports is an abbreviation of electronic sports and broadly refers to entertainment, games, and sports in general that are engaged in using electronic equipment and is used as the name for when competitions using computer games or video games are regarded as sporting events.



e3 240ml can