

February 27, 2020
Otsuka Foods Co., Ltd.

Otsuka Foods to Expand Sales Channels for BRAIN SPORTS DRINK “e3 240 ml can”

**New Drink Category Inspired by E-sports
Available Nationwide from April 20, 2020**

TOKYO, Japan, February 27, 2020—Otsuka Foods Co., Ltd. (Head Office: Chuo Ward, Osaka; President: Atsumasa Makise) started pre-release sales of BRAIN SPORTS DRINK “e3 240 ml can” through Amazon.co.jp on September 2019 as a new product category inspired by e-sports.* The company has received requests from many customers who have been purchasing the product to expand the the number of places where it is sold. Accordingly, the company will make the product available through all sales channels nationwide from April 20, 2020.

BRAIN SPORTS DRINK “e3 240ml can” is a new product category developed jointly with e-sports players who engage in high-level battles of the mind. The drink is carbonated and contains caffeine plus the sweetness of two types of sugar—glucose and palatinose®—as sources of quick and sustained energy. It has a fruity flavor and moderate bitterness that produces a refreshing aftertaste, making it a drink with the perfect taste for high stakes gameplay. The X on the package design expresses the head-to-head competition of e-sports.

*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