

May 26, 2020
Otsuka Foods, Co., Ltd.

Otsuka Foods to Conduct “MATCH Campaign for a Lightly Carbonated Drink That Is Easy to Drink Quickly”

Offering Chance to Win an Original MATCH Album with Visuals of Sho Hirano or an Original MATCH Smartphone Stand to Encourage Adolescents, Who Have So Many Reasons to be Thirsty!

Campaign to Run from June 1 to August 31, 2020

TOKYO, Japan, May 26, 2020— Otsuka Foods Co., Ltd. (Head Office: Chuo Ward, Osaka; President: Koichi Shiraishi) announced today that it will conduct a “campaign for a lightly carbonated drink that is easy to drink quickly,” offering consumers the chance to win original goods, to promote the MATCH line of carbonated vitamin drinks. The campaign will run from June 1 to August 31, 2020.

In order to encourage the youthful enthusiasm of junior and high school students, the campaign will offer prizes such as an original MATCH album with visuals of Sho Hirano (1,500 total winners) and an original MATCH smartphone stand (200 total winners). In addition, from among those who did not win one of these two prizes, 500 people chosen by lottery will receive one 24-bottle set of 500-ml MATCH carbonated vitamin drinks or one 24-bottle set of 260-gram MATCH Jelly, a carbonated jelly drink.*

*Winners cannot choose which they receive, a 24-bottle case of 500-ml MATCH or a 24-bottle case of 26-gram MATCH Jelly.