



Information on Collaborative Menu

September 16, 2020
Otsuka Foods Co., Ltd.

Otsuka Foods Announces Collaboration with Popular Sustainable Grill Restaurant “The Burn”

Showcasing the Next Action for the “Zero Meat” Brand of Products Made from Soybeans^{*1}

Grilled “Zero Meat” with Vegan Onion Demi-Glass Sauce and Quinoa Salad
Available from September 17 Thursday

TOKYO, Japan, September 16, 2020—Otsuka Foods Co., Ltd. (Head Office: Chuo Ward, Osaka; President: Koichi Shiraishi) announced today that it will start providing a collaborative menu of Zero Meat lunches produced by Chef Fumio Yonezawa at The Burn, a popular sustainable grill restaurant in Aoyama, Tokyo, and through the Uber Eats delivery service,^{*2} beginning September 17, 2020.

In recent years, meat substitutes that can be enjoyed in place of animal-based hamburgers and sausages have been attracting attention worldwide. This may be due to food shortages caused by a rapidly-rising world population, the severity of the environmental impact of producing livestock compared to grains, and growing numbers of people becoming vegetarians and vegans for health reasons. Moreover, health awareness is higher than ever due to the spread of COVID-19, and sales of soy meat are expanding in the United States. In Japan too, there is a growing need for meat substitute products that are healthy and environmentally friendly.

Otsuka Foods, which has developed products such as the Sugoi Daizu series of beverages made from whole soybeans, launched Zero Meat hamburgers made from soybeans^{*1} in November 2018 to help solve issues of population, environment and health. So far, the company has developed Zero Meat products sold in stores as well as Zero Meat products for commercial use, aiming to expand the market as a leading producer of meat substitutes from Japan.

To appeal to even more customers, a new collaborative menu of Zero Meat lunches has been created by Fumio Yonezawa, an experienced sous chef at a Michelin-starred restaurant in New York. Otsuka Foods deliver the deliciousness of Zero Meat products together with the New York-style grilled dishes of The Burn in Aoyama.

^{*1} This product is made with a soy-based processed food.

^{*2} Delivery by Uber Eats may start around the end of September.