

March 23, 2021
Otsuka Foods Co., Ltd.

Otsuka Foods to Renew “Milk-Like Mild Soy Beverage” Series with Updated Products
Refreshing and Easier to Drink Beverages Made from Whole Soybeans including the Soy Pulp
In Stores Across Japan Starting March 29, 2021

TOKYO, Japan, March 23, 2021—Otsuka Foods Co., Ltd. (Head Office: Chuo Ward, Osaka; President: Koichi Shiraishi) announced today that it has renewed the “Miruku no Yoni Yasashi Daizu 200 ml” (Milk-Like Mild Soy Beverage 200 ml), “Miruku no Yoni Yasashi Daizu 950 ml” (Milk-Like Mild Soy Beverage 950 ml), “Miruku no Yoni Yasashi Daizu Ichigo 200 ml” (Milk-Like Mild Soy Beverage: Strawberry 200 ml), and “Miruku no Yoni Yasashi Daizu Ichigo 950 ml” (Milk-Like Mild Soy Beverage: Strawberry 950 ml). Otsuka Foods will start selling these four drinks in the Sugoi Daizu line of beverages made from whole soybeans, across Japan on March 29, 2021.

With people becoming more health conscious in recent years, the Japanese market for soymilk and other soy beverages has continued to expand, and the Sugoi Daizu drinks have gained many loyal customers since their launch in 2002.

Conventional soymilk products are made by removing the soy pulp, which contains dietary fiber and other nutrients. However, Otsuka Foods’ Sugoi Daizu is made using an original method from whole soybeans, including the soy pulp.¹

Otsuka Foods finishes off this “whole soybean beverage” by adding calcium equivalent to that in cow’s milk,² and creating a milky flavor without using milk constituents—and the result is the successful “Miruku no Yoni Yasashi Daizu” series. These products allow even people who cannot drink milk to obtain calcium easily in a delicious beverage. The beverages also contain vitamin D, which promotes the absorption of calcium, thereby supporting daily health as a product with the nutrient function claims of vitamin D.³

The new “Miruku no Yoni Yasashi Daizu (200 ml/950 ml)” has been given an aftertaste closer to that of milk, while the new “Miruku no Yoni Yasashi Daizu Ichigo (200 ml/950 ml)” has been updated to offer a mild sweetness not derived from sweeteners. Both flavors are refreshing and easy to drink. Otsuka Foods especially hopes that people who like the idea of soy beverages but haven’t liked their taste so far will give these new products a try.

With the Sugoi Daizu line, Otsuka Foods will continue to contribute to better health for everyone by providing the nutrition of whole soybeans.¹

1. Made with soybean flour, after removing the thin peel from each soybean.
2. Calculated based on the Standard Tables of Food Composition in Japan-2015 (Seventh Revised Edition)
3. Vitamin D is a nutrient that promotes the absorption of calcium in the intestinal tract and helps to build bone.

