

April 22, 2021
Otsuka Foods Co., Ltd.

Otsuka Foods to Release

Special Video, “Take a Bite of Happiness”

Depicting Official Ambassador Otoha Growing Up Together with Bon Curry

Available on the Bon Curry Brand Site from April 22, 2021

TOKYO, Japan, April 22, 2021—Otsuka Foods Co., Ltd. (Head Office: Chuo Ward, Osaka; President: Koichi Shiraishi) announced today that it will release a special video for Bon Curry entitled, “Take a Bite of Happiness,” starring Otoha, the official ambassador of Bon Curry, on the product brand site on April 22, 2021.

Otsuka Foods developed Bon Curry, the world’s first commercial retort food product, using previously unheard of innovative technology. Bon Curry, which has been loved by consumers as the standard choice for retort curry, celebrates its 53rd anniversary this year, having been launched on February 12, 1968.

In February 2021, Otsuka Foods appointed TV personality and actress Otoha as official ambassador of Bon Curry in order to make people more familiar with the benefits of Bon Curry, and she is now working to convey the appeal of Bon Curry.

The special video, “Take a Bite of Happiness,” depicts Bon Curry as a constant presence in the happiness of the family across the ages through the life of a woman growing up — from childhood into motherhood. In this day and age, when people everywhere have been reminded of the importance of human connections, Otsuka Foods hopes many will enjoy the movie while thinking about their families.

As a pioneer of retort food, Bon Curry will continue to provide products that contribute to new lifestyles under the theme of “Always in the family.”