

August 2, 2021  
Otsuka Foods Co., Ltd.

## Otsuka Foods to Give Mannanhikari, the Delicious Rice-Shaped Staple Made with Konjac Root, a Chewier Texture Closer to That of Real Rice

Making the Product Even More Delicious Based on Customer Feedback, with a Redesigned Package Highlighting Carbohydrate Reduction

TOKYO, Japan, August 2, 2021—Otsuka Foods Co., Ltd. (Head Office: Chuo Ward, Osaka; President: Koichi Shiraishi) announced today that it has updated Mannanhikari, a delicious rice-shaped food, to give it an improved texture and make it easier to eat. The company has also redesigned the package and gradually roll out the new product starting in September 2021.\*

Mannanhikari, which contains konjac root, is a food staple that comes in rice-shaped grains and can be used to reduce consumption of carbohydrates and calories but still get enough dietary fiber, all while maintaining the same taste and volume as rice, just by cooking it mixed in with rice. This year is the 20th anniversary since the product's launch in 2001, and with the recent increase in health-minded consumers, expansion of the low-carb market, and growing demand for eating at home, Mannanhikari has gained a solid following among many customers and is becoming more and more popular.

One of the attractive features of Mannanhikari is that it is easy for people to incorporate into their usual diet and keep using it without effort. However, customers who are health conscious and like to eat rice have provided feedback such as, “I want more elasticity like white rice” and “I want it to have a texture that is easier to eat.”

Based on this feedback, the company has improved the texture of Mannanhikari, increasing its chewiness and making it blend in even more when cooked in a mix with rice, making it even more delicious and enjoyable. In addition, the package has been redesigned to highlight the fact that Mannanhikari can be used to reduce consumption of carbohydrates, a concerning component of rice. By changing the photo to one that brings to mind an ordinary dining table and including cooking examples on the back side, the new package conveys the fact that Mannanhikari allows consumers to enjoy meals just as much as if they were eating pure rice.

Going forward, Otsuka Foods will continue to propose ways to use Mannanhikari as part of a delicious, healthy dietary lifestyle for all.

\* The product and package updates do not apply to “Mannan Gohan” (Packed Rice).

