

February 25, 2022  
Otsuka Foods, Co., Ltd.

## **Otsuka Foods to Release Micro Magic French Fries: Salty Green Sea Lettuce**

**A New Flavor in a Long-Selling Brand, Launched in 1988,  
of Frozen French Fries Microwavable in the Box**

**Great as a Between-Meal Snack or Nibbling Any Time**

**In Stores Across Japan on March 1, 2022**

TOKYO, Japan, February 25, 2022—Otsuka Foods Co., Ltd. (Head Office: Chuo Ward, Osaka; President: Koichi Shiraishi) announced today that it will release “Micro Magic French Fries: Salty Green Sea Lettuce,” a new addition to the Micro Magic series across Japan on March 1, 2022.

Launched in 1988, Micro Magic French Fries pioneered the single-person size in Japan for an authentic microwavable frozen snack that can be heated right in the box and went on to become a long-selling brand that marks its 34th year in stores in 2022. Made with Hokkaido-grown Hokkai Kogane potatoes, these frozen french fries are characterized by a sufficiently smooth texture while still being delicately soft and flaky with the savory umami and sweetness of the potatoes brought out by carefully frying them twice in vegetable oil.

Japan’s production of household frozen foods was up by 11.4% in 2020 over 2019, showing an increase for the sixth consecutive year,<sup>\*1</sup> driven in part by an increase in stay-at-home demand and cooking opportunities. Among these frozen food products, frozen french fries in particular are growing, especially microwavable products sold in a size that can be finished at one time.

Taking this opportunity, Otsuka Foods will release Micro Magic French Fries: Salty Green Sea Lettuce as a new flavor that is great as a between-meal snack or for nibbling any time. Made with Naruto no Uzu Shio salt<sup>\*2</sup> from Tokushima Prefecture and plenty of flaked sea lettuce and toasted *nori*, it has a nice strong flavor.

\*1 Research by the Japan Frozen Food Association

\*2 Naruto no Uzu Shio salt accounts for 38% of the salt used in this product.

