

September 20, 2022
Otsuka Foods, Co., Ltd.

Otsuka Foods to Launch MATCH Vitamin Apple 500ml PET Bottle

**More Vitamin C for the Season When Health Is a
Concern!**

In Stores Across Japan Starting October 3, 2022

TOKYO, Japan, September 20, 2022—Otsuka Foods Co., Ltd. (Head Office: Chuo Ward, Osaka; President: Koichi Shiraishi) announced today that it will start selling MATCH Vitamin Apple in a 500-ml PET bottle, the latest new addition to its MATCH line of carbonated vitamin drinks, across Japan on October 3, 2022.

Launched in 1996, MATCH is a mildly carbonated beverage with a refreshing taste that is easy to gulp down, making it widely popular among people in their 20s and 30s and high school students, who are its main target as a carbonated drink that also provides a dose of vitamins and minerals.

The new MATCH Vitamin Apple in a 500ml PET bottle provides a vitamin recharge and features a refreshing apple taste, making it a great new product for the autumn and winter season, when people are more concerned about their health.

The flavor was created with a focus on balancing the sweetness MATCH is known for and the complex acidity of an apple. The use of Aomori-grown Fuji apple extract, which is obtained from Fuji apples without applying heat, delivers iconic apple deliciousness. Another MATCH brand feature is that one can get a dose of vitamins* and minerals (sodium) while gulping down this mildly carbonated beverage. With twice as much vitamin C as MATCH in a 500ml PET bottle, this product is recommended as a refreshing drink for students studying for entrance exams and working adults who are concerned about their health.

The package features an apple with red, cream, and green colors reminiscent of apple peel, flesh, and leaves. The design was created to convey that apple tastiness while retaining the energetic image of the MATCH brand.

Going forward, Otsuka Foods will continue to aim to make MATCH a brand that is loved by more people as a line of carbonated vitamin drinks that are perfect for refreshing and recharging with a delicious, thirst-quenching sensation.

*Vitamins: Vitamin B6, niacin, and vitamin C



MATCH Vitamin Apple 500ml PET bottle