

January 10, 2023
Otsuka Foods Co., Ltd.

Bon Curry Certified by Guinness World Records™ as the World's Longest-Selling Retort-Pouch Curry Brand
Bon Curry Celebrates 55th Anniversary This Year

TOKYO, Japan, January 10, 2023—Otsuka Foods Co., Ltd. (Head Office: Chuo-ku, Osaka, President: Koichi Shiraishi) announced today that the company's Bon Curry has been certified by Guinness World Records Limited as the world's longest-selling retort-pouch curry brand. Limited-edition packages with the Guinness World Records™ certification mark will be shipped gradually, starting in mid-January 2023.



Official record title: Longest-selling retort-pouch curry brand

In 1968, Bon Curry was created as the world's first commercial retort-pouch food product ever to exist, using innovative original technology under the concept of "a curry that you can eat just by heating a single-serving package in hot water, a curry that never fails." Embodying the key message, "Always in the family," Bon Curry has been enjoyed by countless people as a staple brand in the retort-pouch curry market, and it is well known for bringing smiles to the dining table. The brand will celebrate its 55th anniversary on February 12, which is both "Retort Curry Day" and "Bon Curry Day."

In recent years, the market for retort curry has continued to grow. This growth is being driven by an increase in the tendency to eat alone or for family members to eat different things at meals due to a rise in single-person and two-person households, the increase in double-income households, and the ability to respond to the diversification of consumer preferences. The expanded uses of retort-pouch curry, with more people wanting to arrange and adapt curry to their individual tastes, is also contributing to the market's growth.

Bon Curry celebrates its 55th anniversary on February 12, 2023. Otsuka Foods will continue to address changing times and changing consumer values, and keep evolving to offer consumers more helpful products.

Limited edition commemorative packages with the Guinness World Record Certification:

Bon Curry Gold (Mild, Medium, Hot, and Very Hot)

