

March 8, 2023
Otsuka Foods Co., Ltd.

Otsuka Foods to Release MATCH Salty Lemon Soda in a 500ml PET Bottle and MATCH Jelly Muscat in a 260g PET Bottle

Great for Refreshing and Recharging on Sodium Electrolytes after High School Sports Activities and Studying

In Stores across Japan from March 27, 2023

TOKYO, Japan, March 8, 2023—Otsuka Foods Co., Ltd. (Head Office: Chuo Ward, Osaka; President: Koichi Shiraishi) announced today that it will start selling MATCH Salty Lemon Soda in a 500ml PET bottle and MATCH Jelly Muscat in a 260g PET bottle, bringing two new additions to its MATCH line of carbonated vitamin drinks. The new products will be available across Japan on March 27, 2023.



MATCH Salty Lemon Soda in
a 500ml PET bottle



MATCH Jelly Muscat in
a 260g PET bottle

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

The new MATCH Salty Lemon Soda in a 500ml PET bottle boasts a clean lemon flavor and a refreshing sensation of mild carbonation and provides a day's worth of vitamins*¹ in one bottle. On top of that, it has an added mineral (sodium), great for hard-working high school students who want a beverage that is easy to gulp down to recharge on a key electrolyte after sports activities. The invigorating citrusy taste also makes for a refreshing drink after studying.

MATCH Jelly is popular for the unique texture of carbonated jelly and the fun of drinking it. The new MATCH Jelly Muscat in a 260-gram PET bottle has a soft, bubbly texture with a mellow muscat flavor (made with Muscat of Alexandria juice).

It provides a delicious way to get not only a day's worth of vitamins*² but also minerals (sodium and calcium) in one bottle, while easily satisfying hunger in a fun way. Also, because the texture changes as the jelly breaks up with each shake, customers can enjoy the fun of creating their favorite texture.

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.

*1 Vitamins: Vitamin B₆, niacin, and vitamin C, based on Nutrition Reference Values

*2 Vitamins: Vitamin B₆ and vitamin C, based on Nutrition Reference Values