

March 8, 2023  
Otsuka Foods Co., Ltd.

**Otsuka Foods to Launch New My Size Wholecare Series  
Delicious, Satisfying, and with Clear Labelling of the  
Amounts of the Nutrients People Especially Care About**  
Available at Drugstores, Pharmacies and Other Outlets Nationwide  
Starting March 14

TOKYO, Japan, March 8, 2023—Otsuka Foods Co., Ltd. (Head Office: Chuo Ward, Osaka; President: Koichi Shiraishi) announced today that it will start selling six products in the new My Size Wholecare series, the latest addition to the My Size brand of meals that are just the right size, on March 14 at drugstores, pharmacies, and other outlets across Japan.



Seizing the concept of “a meal that’s just the right size,” Otsuka Foods developed its My Size brand products, mainly 100-kcal retort food products. With their clear labeling of calories and wide selection of items, My Size brand products are easy to use for dietary management and have earned a large customer base since their launch in 2010.

As health awareness grows and people focus more and more on taking care of their individual nutrition, Otsuka Foods conducted a survey asking what key words consumers value in the nutritional labeling of food. The survey found that people are concerned not only about calories, but particularly about salt, sugars, and protein.

My Size Wholecare products provide a delicious and satisfying meal while also allowing people to manage their intake of the nutrients they especially care about by checking how much is in each meal. The name “Wholecare” evokes caring for everything from one’s health to the pleasure of food.

In addition to calories, these six new products are clearly labeled with the contained amount of nutrients that people especially care about — 1g of salt, 5g of sugars, and 10g of protein. With both the clear labels and the great flavor, My Size Wholecare meals are designed to truly satisfy those who care about their health. The Butter Chicken Curry with 10g of protein, for example, is made with the richness of cultured butter and cream from Hokkaido, the savory umami of aromatic vegetables, savory spices, and satisfying chunks of chicken meat.

Otsuka Foods will continue to help people stay healthy by offering solutions for individual nutritional issues through its My Size Wholecare series.