

June 23, 2023
Otsuka Foods, Co., Ltd.

Otsuka Foods to Revise Prices of Some Products

New Prices to Take Effect with Deliveries as of August 1, 2023

TOKYO, Japan, June 23, 2023—Otsuka Foods Co., Ltd. (Head Office: Chuo Ward, Osaka; President: Goro Ikeuchi) announced today that it will revise the wholesale price of two products in the Micro Magic French Fries line of household frozen foods, for deliveries made starting August 1, 2023.

This wholesale price revision is being implemented in response to the recent rises in raw material prices and logistics costs. The company has been making various efforts and striving to rationalize its business, such as improving productivity, streamlining logistics, and reducing various costs, but it has become difficult to maintain the existing price structure. Accordingly, it has decided to revise the prices of the products listed below.

Going forward, Otsuka Foods will keep striving to improve efficiency through corporate efforts and to provide high-quality products that create new value.

1. Price revision date: From deliveries on August 1, 2023
2. Target products
 - Micro Magic French Fries
 - Micro Magic French Fries: Salty Green Sea Lettuce

Note: Only the wholesale prices will be revised. Retail prices may vary.

Product site: <https://www.micromagic.jp/> (in Japanese only)

