



## NEWS RELEASE

---

---

July 5, 2023  
Otsuka Foods Co., Ltd.

**Otsuka Foods to Launch Three New Garlic/Spicy  
Curry Products from the Bon Curry Brand,  
Celebrating Its 55th Anniversary!**

“Bon Curry GOLD Umakara Ninniku Hot”  
“Bon Curry NEO Kogashi Ninniku Yamitsuki Spicy Hot”  
“Bon Curry NEO Spicy Atohiku Karasa Very Hot”

TOKYO, Japan, July 5, 2023—Otsuka Foods Co., Ltd. (Head Office: Chuo-ku, Osaka; President: Goro Ikeuchi) announced today that it will launch three new products from the Bon Curry brand: “Bon Curry GOLD Umakara Ninniku (Savory Spicy Garlic: Hot)”; “Bon Curry NEO Kogashi Ninniku Yamitsuki Spicy (Addictively Spicy Roasted Garlic: Hot),” both of which make the most of the delicious flavor of garlic; and “Bon Curry NEO Spicy Atohiku Karasa Very Hot (Lingering Heat: Very Hot),” the hottest of all Bon Curry NEO products. The three new curries will be available across Japan on July 24, 2023.

Using its own innovative technology, Otsuka Foods launched Bon Curry, the world’s first commercial retort food product, on February 12, 1968. Celebrating its 55th anniversary this year, Bon Curry has been loved by consumers as the standard choice for retort curry.

More recently, the retort-pouch curry market has been strong since last year in Japan. One of the reasons is thought to be the rising number of people trying out retort-pouch food products due to the benefit of convenience and time-saving factors, spurred by the increase in opportunities for cooking at home over the past few years. In this environment, there is an increasing trend toward very spicy menus and garlic-flavored products due to the growing wish for piquant spiciness and aroma in meals. In response to this market environment and consumer preferences, Otsuka Foods is adding new products to the Bon Curry GOLD and the Bon Curry NEO lines for the first time in six years. The brand lineup will be expanded to 20 items across eight lines.

Looking ahead, Otsuka Foods will continue to provide Bon Curry products that benefit consumers by embracing the changing times and evolving with consumer values.