



NEWS RELEASE

August 3, 2023
Otsuka Foods Co., Ltd.

Otsuka Foods to Launch a Bittersweet Mild Curry for Adults from the Bon Curry Brand, Celebrating Its 55th Anniversary!

**“Bon Curry GOLD Hojun Demi Curry Shifuku-no-Amakuchi”
In Stores from August 28, 2023**

TOKYO, Japan, August 3, 2023—Otsuka Foods Co., Ltd. (Head Office: Chuo Ward, Osaka; President: Goro Ikeuchi) announced today that it will launch “Bon Curry GOLD Hojun Demi Curry Shifuku-no-Amakuchi (Blissfully Sweet Full-Bodied Demi-Glace Sauce)” from the Bon Curry brand. This new curry is designed for adults, blending the richness of demi-glace sauce with the bittersweet taste of red wine. It will be available across Japan on August 28, 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.

In 2003, Otsuka Foods transitioned from the traditional water bath cooking method to products that could be microwaved directly in their boxes by simply removing the lid. Since 2016, the company has exclusively used Japan-grown vegetables in its ingredients, showcasing a commitment to evolution and quality. Meanwhile, the company has continued to expand its product lineup in response to consumers’ diversifying preferences. This new offering, while having a mild flavor, is crafted to satisfy adults with its enhanced beefiness and richness.

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