

December 8, 2023
Otsuka Foods Co., Ltd.

Otsuka Foods to Launch New My Size Plus Support Series

Making Nutritional Information Clear and Simple to Help Maintain Wellness
Through Everyday Eating

Available at Drugstores, Pharmacies and Other Outlets Nationwide
Starting January 16, 2024

TOKYO, Japan, December 8, 2023 — Otsuka Foods Co., Ltd. (Head Office: Chuo Ward, Osaka; President: Goro Ikeuchi) announced today that it will start selling six products in the My Size Plus Support series, the latest addition to the My Size brand, on January 16, 2024 at drugstores, pharmacies, and other outlets across Japan.



As interest in health continues to grow, and with the Ministry of Health, Labour and Welfare’s “Health Japan 21” (3rd term) initiative* highlighting the importance of reduced salt intake as a key issue, dietary improvement through better daily eating habits is increasingly seen as essential.

With its clear labeling of calories and wide selection of items that make dietary management simple, Otsuka Foods’ My Size series, focused on 100-kcal retort food products, has won a large customer base since its launch in 2010.

Under the concept, “Supporting wellness by making delicious, healthy eating readily accessible,” the new My Size Plus Support series will help promote healthy dietary lifestyles through daily meals.

In addition to calories, the packaging clearly displays key nutritional information that people care about—“1 gram of salt,” “10 grams of protein,” or “5 grams of sugars”—aiming to help consumers more easily incorporate healthy eating into their lifestyles. Mainly curries, which make for popular My Size offerings, the six items in the new series offer delicious, satisfying tastes crafted through Otsuka Foods’ scrupulous quality standards.

The heart design on the packaging not only highlights nutritional content, but also expresses Otsuka Foods’ commitment to supporting healthy eating habits.

Going forward, Otsuka Foods will continue to offer solutions for individual nutritional challenges and contribute to consumer health through its My Size Plus Support series.

* A national health promotion initiative spearheaded by Japan's Ministry of Health, Labour and Welfare. The 3rd term includes basic policies for improving health from fiscal 2024 through fiscal 2035.