

February 8, 2024  
Otsuka Foods, Co., Ltd.

## Otsuka Foods to Launch Five Improved Bon Curry NEO Products

Relaunching with Richer Flavor

In Stores from March 4, 2024

Otsuka Foods Co., Ltd. (Head Office: Chuo-ku, Osaka; President: Goro Ikeuchi) announced today that it will launch five Bon Curry NEO products which have been renewed with a richer flavor, under the Bon Curry brand. The five relaunched products will be available across Japan from Monday, March 4, 2024.



Otsuka Foods launched Bon Curry as the world's first commercial retort-pouch food product on February 12, 1968, using innovative original technology, and Bon Curry NEO was launched in 2009 as a new series of products from the Bon Curry brand. As a product made with the finest ingredients and manufacturing methods including the use of thickly cut, Japan-grown vegetables, beef roasted in red wine to bring out the umami, and a roux produced in-house with an original blend, the flavor and texture of the ingredients are highly regarded.

In this relaunch, Bon Curry NEO has been even further improved to feature a richer sauce, continuing to refine the product characteristics and using new, carefully selected ingredients that enhance the umami, flavor, and spiciness. For example, Bon Curry NEO Beef Umami Medium is made with veal stock to bring out the umami of the beef and caramel sauce to give it even more richness, producing an even deeper flavor.

Looking ahead, Otsuka Foods will continue to provide products that benefit consumers by embracing the changing times and evolving with consumer values, embodying the key theme of “Always in the family” with the Bon Curry brand as a pioneer of retort-pouch food products.