

February 29, 2024  
Otsuka Foods Co., Ltd.

**Otsuka Foods to Launch Three New My Size Products:  
100kcal My Size Keema Curry  
100kcal My Size Tori Soboro Lemon Don  
100kcal My Size Taco Rice Base  
Offering Sustainable Diet Management with an Extensive Selection  
In Stores across Japan from March 13, 2024**

TOKYO, Japan, February 29, 2024—Otsuka Foods Co., Ltd. (Head Office: Chuo Ward, Osaka; President: Goro Ikeuchi) announced today that it will start selling three products in the My Size Regular series across Japan on March 13, 2024. The three products are 100kcal My Size Keema Curry, 100kcal My Size Tori Soboro Lemon Don (Minced Chicken and Lemon Bowl), and 100kcal My Size Taco Rice Base.



The market for health-related food products has continued to grow as people become more aware of health. According to a survey on food and health\* that Otsuka Foods has been conducting every year since 2017, calories have been regarded as most important in terms of nutritional labelling for seven years in a row. Although protein, salt, and other nutrients also rank highly, calories continue to be what many consumers are concerned about.

The My Size brand includes an extensive selection of 100-kcal retort food products and other items. My Size not only gives consumers clear labelling of calories but also the confidence of knowing that each product has no more than 2 grams of salt per serving, allowing users to manage both calories and salt while enjoying delicious flavor.

Otsuka Foods is launching the three new products to further enhance the My Size selection and ensure consumers can continue to look forward to an interesting variety of healthy meals. Keema Curry responds to requests from people who wanted the same great taste but in a 100kcal My Size version. Tori Soboro Lemon Don is an all-new item. Taco Rice Base is a fun Okinawan take on a Mexican flavor. In addition to being served over rice, all three products can also be combined with vegetables and other ingredients to create healthy, flavorful meals.

Otsuka Foods will continue to offer My Size products to address a variety of nutritional issues with delicious flavors.

\* Online survey by Otsuka Foods. Survey period: August 2023; Target: Men and women aged 20 to 69 nationwide (n=1,098)