

August 8, 2024  
Otsuka Foods Co., Ltd.

**Otsuka Foods to Renew “Bon Curry for Children”  
A Curry That Supports Parents Who Want Their Children to  
Eat Well  
Provides One Full Serving of Japan-Grown Vegetables,  
Excludes 28 Allergens  
In Stores across Japan on August 26**

TOKYO, Japan, August 8, 2024—Otsuka Foods Co., Ltd. (Head Office: Chuo Ward, Osaka; President: Goro Ikeuchi) announced it will start selling a renewed “Bon Curry for Children” across Japan on August 26, 2024. The product provides one full serving\*<sup>1</sup> of Japan-grown vegetables and is free of 28 allergens,\*<sup>2</sup> supporting parents who want to make sure their children eat well.



Three package types with different illustrations

Bon Curry for Children, originally developed with input from working parents, has always used Japan-grown vegetables and addressed allergen concerns. The tasty curry has enjoyed support from parents who use it to feed their children with peace of mind. It has also won praise for the convenient box it comes in, which busy parents can put into the microwave oven as is, making mealtime come that much quicker for their hungry kids.

Otsuka Foods always strives to meet the changing needs of consumers by looking for ways to keep improving its Bon Curry brand products. The company recently conducted a survey of parents in their 30s to 40s, asking about their concerns related to children’s food.\*<sup>3</sup> The top responses were, “Lack of vegetables” and “Dislike of vegetables.” The survey also revealed that about 20% of children aged 3 to 6 have some kind of food allergy.

The renewed Bon Curry for Children addresses both these issues by providing more vegetables — in fact, a full serving of Japan-grown vegetables — and coming free of 28 different allergens (all of the food allergens subject to indication under Japan’s Food Labeling Act), eliminating raw materials that contain them in production. The package has also changed greatly. It now comes in three types, each with a different fun illustration that children will enjoy. Bon Curry for Children is more attractive than ever for parents who want their children to eat well.

Otsuka Foods will continue to offer products that help address consumer challenges.

\*1 1/3 of the recommended daily vegetable intake of 240g (raw equivalent 80g) for children aged 3 to 5.

Adequate daily intake: “Food composition by age, gender, and physical activity level for the 4 food groups,” *Food Composition Table 2024, 8<sup>th</sup> Revision*, Kagawa Nutrition University Publishing Division.

\*2 Products containing shrimp, crab, wheat, dairy, beef, sesame seeds, soybeans, chicken, bananas, pork, and apples are manufactured on the same production line.

\*3 Survey period: April 2024; Target: 480 men and women in their 30s and 40s with children aged 3-6.