

February 26, 2025
Otsuka Foods Co., Ltd.

**Otsuka Foods to Release 100kcal “My Size Plus Support,
1g Salt Chuka-don” and “100kcal My Size Plus Support,
1g Salt Mabo-don”**

**Two Delicious Products Designed to Help Solve Japan’s
Health Issue of Too Much Dietary Salt**

Available at Drugstores, Pharmacies and Other Outlets Nationwide Starting
March 17, 2025

TOKYO, Japan, February 26, 2025—Otsuka Foods Co., Ltd. (Head Office: Chuo Ward, Osaka; President: Goro Ikeuchi) announced it will start selling two new products in the My Size Plus Support series: “100kcal My Size Plus Support, 1g Salt Chuka-Don (Topping for Chinese Rice Bowl)” and “100kcal My Size Plus Support, 1g Salt Mabo-Don (Topping for Mapo Rice Bowl)” across Japan on March 17, 2025. This series helps people across Japan solve health challenges with satisfying meals that are both delicious and low in salt.*¹



Background

Under the Ministry of Health, Labor and Welfare’s Health Japan 21 campaign (third term), the recommended daily salt allowance is set at 7 grams. The current average intake for adult men and women in Japan, at 9.8g, surpasses this target. Over the past 10 years, salt intake has decreased only 0.6g, meaning further efforts are needed to meet this target.*²

Otsuka Foods offers solutions for controlling salt content with its My Size series and, committed to further contributing to Japan’s health issue of reducing salt, has expanded the series lineup.

In addition, many consumers have asked for more “1g salt” options, so the company has added these two new products to the existing Beef Curry and Oyako-Don easy choices for everyday meals.

Product Features

- Made using technologies to bring out the best umami flavors of the ingredients for delicious and satisfying dishes that contain just 1g of salt.
- Chuka-Don adds fish sauce and scallop extract to the umami of Chinese broth for an even more authentic Chinese flavor, as well as a sake lees paste for subtle seasoning and greater depth of flavor.

- The acidity of grain vinegar complements the mild spiciness of the Mabo-Don, with tomato paste and apple paste adding rich taste and thicker texture.

In line with its corporate philosophy, “Food begins with spirit, creating deliciousness, safety, peace of mind and better health,” Otsuka Foods will continue to offer new foods that address consumer challenges.

*1 1g Salt Chuka-Don: 40% less salt per serving than the equivalent item in the 100kcal My Size series.

1g Salt Mabo-Don: 40% less salt per serving than one pack of *mabo dofu* in the “Convenience Stores and Prepared Foods” section of the *Calorie Guide to Food Service, Convenience Stores and Prepared Foods* (supervised by Akio Kagawa)

*2. Salt intake: From the National Health and Nutrition Survey, Ministry of Health, Labour and Welfare, 2011 -2023 (survey not conducted in 2020 and 2021)