NEWS RELEASE

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Otsuka Foods Co., Ltd.

Otsuka Foods to Launch Micro Magic French Fries: Black Pepper

A New Flavor for Adults, Microwavable in the Box, Perfect with Drinks

In Stores across Japan from August 24, 2026

TOKYO, Japan, July 29, 2026—Otsuka Foods Co., Ltd. (Head Office: Chuo Ward, Osaka; President: Goro Ikeuchi) announced today that it will release “Micro Magic French Fries: Black Pepper,” a new addition to the Micro Magic series, across Japan on August 24, 2026.

Background

Micro Magic is a long-selling brand of frozen french fries that can be easily enjoyed simply by microwaving them right in the box. Launched in 1988, the brand celebrates its 38th anniversary this year.

In recent years, the demand for highly convenient frozen foods has grown, driven by the rise in individual dining due to changing lifestyles, an increasing focus on time performance (time-saving efficiency), and a shift in cooking preferences toward avoiding the use of the stove. Amid these trends, the Micro Magic brand has been well received not only as a typical snack, but also as a great accompaniment to drinks.

An in-house survey on snacking with drinks at home* also showed that consumers highly value the ease of preparation and cleanup, that french fries are a popular menu choice, and that black pepper is the most popular flavor.

Based on these needs, Otsuka Foods developed this new product, which can be enjoyed both as a regular snack and as a perfect companion to alcoholic beverages.

Product Features

• Delivers a spicy flavor for adults, featuring the sharp bite and lingering umami of black pepper.
• Made with Hokkaido-grown potatoes, carefully fried twice to achieve a crispy exterior and a fluffy interior.
• Simply microwave the box for 2 minutes and 30 seconds (at 500W). Eating straight

from the box without transferring to a plate allows enjoyment of the savory aroma until the very last bite.

Otsuka Foods is committed to maintaining the unchanging quality of its products, loved across the generations, while adapting its brands to match today's lifestyles, thereby contributing to rich and varied dietary lives.

*Survey period: February 2026; Target: 4,767 men and women aged 20 to 60; Method: Internet survey