NEWS RELEASE

February 3, 2015
Otsuka Foods Co., Ltd.

Otsuka Foods to Release "The Bon Curry," Its Most Premium Quality Bon Curry Ever

Prepared in a Two-Stage Process Using Carefully Selected Ingredients Including Japan-Grown Vegetables, and Containing No Added Preservatives, Artifical Coloring or Artificial Flavoring

In Stores across Japan on *Bon Curry Day*: February 12, 2015

TOKYO, Japan, February 3, 2015 — Otsuka Foods Co., Ltd. (Head Office: Chuo Ward, Osaka; President: Sadanobu Tobe) announced today that it will start selling "The Bon Curry" across Japan on February 12, 2015. Prepared using carefully selected ingredients in a two-stage process, "The Bon Curry" promises the highest level of quality ever in a Bon Curry brand product.

The original Bon Curry, the world's first commercial retort food product, has for decades been the standard bearer for retort curries, enjoying steadfast customer loyalty since it was first launched by Otsuka on February 12, 1968. To commemorate the release of the first product 47 years ago, Otsuka Foods is designating February 12 as *Bon Curry Day*. Starting on that date, Otsuka Foods will offer its premium product in the Bon Curry series, "The Bon Curry," a carefully prepared meal made with selected ingredients.

The ingredients of "The Bon Curry" include beef shin meat cooked slowly until tender, along with Japanese-grown onions, potatoes and carrots. The curry itself is prepared over a two stage process: firstly, potherbs and fruits are carefully sautéed to draw out the richness and *umami*; and secondly, bouillon, beef tail soup, and carefully selected curry powders are added to the original curry base, which is heated until the best thickness is reached. Finally, cardamom and six kinds of coarsely ground spices are added, producing a richly aromatic curry for customers to enjoy.

Now Otsuka Foods will offer "The Bon Curry" as its premium and best-ever Bon Curry brand product, made by applying cooking techniques mastered over many years of making Bon Curry. Customers can savor the taste of "The Bon Curry" after preparing it with practically no time or effort.

As a pioneer of retort food products, Otsuka Foods is determined to continue creating and offering next-generation retort foods.

A sample serving

The Bon Curry