

March 4, 2016
Otsuka Foods Co., Ltd.

Otsuka Foods to Release Berry MATCH Carbonated Vitamin Drink in a 500-ml PET Bottle

**New Flavor Added to Line of MATCH Drinks, a Favorite of
Young People**

In Stores across Japan on March 14, 2016

TOKYO, Japan, March 4, 2016 — Otsuka Foods Co., Ltd. (Head Office: Chuo Ward, Osaka; President: Sadanobu Tobe) announced today that it will start selling Berry MATCH in a 500-ml PET bottle, the latest new addition to its MATCH line of carbonated vitamin drinks, across Japan on March 14.

Introduced in 1996, MATCH carbonated vitamin drinks have proven particularly popular among people in their teens to mid-20s. This year marks MATCH's 20th anniversary.

Berry MATCH in a 500-ml bottle is a new flavor featuring a combination of five berries—strawberries, raspberries, blueberries, cranberries, and black currants. Released under the tagline of “Beauty through Vitamins,” Berry MATCH maintains the concepts of “a healthy carbonated vitamin drink” and “a lightly carbonated drink that is easy to drink quickly,” which are the distinctive features of MATCH drinks. The company aims to win new fans for the drink, with the main target being women in their teens to mid-20s, an age when they start becoming aware of beauty care.

Also, in order to ensure a broad cross-section of society finds out about the great taste of MATCH and Berry MATCH, Otsuka Foods will conduct extensive advertising, including TV commercials, transit advertisements, and distribution of samples to high school students, who are the main target, nationwide, in an effort to raise recognition and market penetration of the brand.



Berry MATCH in a 500-ml PET bottle