

January 22, 2018
Otsuka Foods Co., Ltd.

**Otsuka Foods to Release “Bon Curry 50,”
Featuring a Special 50th Anniversary Recipe
More Vegetables and Meat, Same Great Original Taste
In Stores across Japan on March 5, 2018**

TOKYO, January 22, 2018 – Otsuka Foods Co., Ltd. (Head Office: Chuo Ward, Osaka; President: Sadanobu Tobe) announced today that it will start selling Bon Curry 50 across Japan on March 5, 2018. The new product celebrates the 50th anniversary of Bon Curry on February 12, 2018.

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.

With Bon Curry 50, Otsuka Foods preserves the savory taste of yellow onions and browned flour of the original Bon Curry, which today is sold only in Okinawa, but adds more vegetables and meat to the original recipe.* Just like the classic “Bon Curry Gold,” “Bon Curry Neo,” and “The Bon Curry,” Bon Curry 50 is made with Japan-grown vegetables and can be prepared in a microwave. Although this anniversary product features a more contemporary style, Bon Curry 50 still evokes the nostalgic flavors that consumers fell in love with 50 years ago.

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

* Compared to Okinawa limited Bon Curry



Bon Curry 50