

January 28, 2020
Starzen Co., Ltd.
Otsuka Foods Co., Ltd.

Starzen and Otsuka Foods to Release “Zero Meat Hamburgers for Commercial Use” and “Zero Meat Sausages for Commercial Use”

**First “Zero Meat” Products Made From Soybeans
Intended for Restaurants and Home Meal Providers
Available from March 2, 2020**

TOKYO, Japan, January 28, 2020—Starzen Co., Ltd. (Head office: Minato-ku, Tokyo; President: Tsuyoshi Nakatsuhama) and Otsuka Foods Co., Ltd. (Head Office: Chuo Ward, Osaka; President: Atsumasa Makise) announced today that they will release “Zero Meat Hamburgers for Commercial Use” and “Zero Meat Sausages for Commercial Use” on March 2, 2020. Zero Meat are meat-free products made from soybeans,* and these two new products are the first products in the brand intended for restaurants and home meal providers.

In recent years, meat substitute foods that can be eaten in place of hamburgers and sausages have been attracting a lot of attention worldwide. A variety of reasons are thought to be behind this trend, including food shortages due to a rapidly rising global population, the extent of the environmental impact caused by producing livestock compared to grains, and growing numbers of people becoming vegetarians, vegans, and low-carb diet followers for health reasons.

These new Zero Meat for Commercial Use products have been made for restaurants, which is not the case with conventional Zero Meat products sold in stores. In addition, they are easy to use for bento lunch boxes and prepared side dishes for home meal replacement.

Otsuka Foods launched Zero Meat products for sale in stores in November 2018, and they have been very well received. The recent increase in the number of soybean-based foods in the restaurant industry led to development of the first Zero Meat products for restaurants and home meal providers, including to meet the needs of the large number of visitors from overseas who are expected to visit Japan for the upcoming Tokyo Olympic and Paralympic Games. Product development was carried out jointly by the two companies, and Starzen will handle the sales.

Zero Meat brand products are made with no meat at all. Soybeans are used to

create the flavor, texture, and aroma of meat. Otsuka Foods plans to continue promoting delicious and healthy eating habits by developing a variety of meat substitute foods.

* These products are made with a soy-based processed food.