

March 16, 2020
Otsuka Foods Co., Ltd.

Otsuka Foods to Release “Tanpakushitsu ga Sugoi Daizu Caramel 200 ml”

New Beverage Makes It Easy to Get 10 Grams of Plant-Based Protein in a Popular Caramel Flavor

TOKYO, Japan, March 16, 2020—Otsuka Foods Co.,Ltd. (Head Office: Chuo Ward, Osaka; President: Koichi Shiraishi) announced today that it will start selling “Tanpakushitsu ga Sugoi Daizu Caramel 200 ml, a high-protein drink in the Sugoi Daizu series of beverages made from whole soybeans, across Japan on March 23, 2020.

With people becoming increasingly health conscious in recent years and more and more actively cutting carbs and focused on muscle training, the market in Japan for protein supplements has been growing since 2014. Following “Tanpakushitsu ga Sugoi Daizu Plain 200 ml” and “Tanpakushitsu ga Sugoi Daizu Banana 200 ml,” which have been popular since their release in September 2019, “Tanpakushitsu ga Sugoi Daizu Caramel 200 ml” is the third item in the series and meets a wide range of needs. For an easy-to-drink beverage in a delicious flavor, Otsuka Foods chose caramel, a popular flavor in cookies and ice cream.

High-protein, low in sugar, dairy-free, cholesterol-free, and with only 89 kcal, this product is great for people who want to get protein, but is concerned about sugar and calories.



Tanpakushitsu ga Sugoi Daizu Caramel 200 ml