

December 11, 2020
Otsuka Foods Co., Ltd

Otsuka Foods Expands Sales Outlets for Zero Meat Products in its Plant-Based Series

At AEON Tohoku MaxValu Stores Starting December 2, 2020

TOKYO, Japan, December 11, 2020—Otsuka Foods Co., Ltd. (Head Office: Chuo Ward, Osaka; President: Koichi Shiraishi) launched its Zero Meat Series of meat-free products made from soybeans* in November 2018.

In recent years, meat substitutes made from vegetable protein have been attracting attention worldwide. This may be due to the increase in health-conscious eating habits, food shortages caused by a rapidly-rising world population, and the severity of the environmental impact of producing livestock compared to grains. To make these much-talked-about meat-free products readily available to more customers, Otsuka Foods is rolling out its use of soy meat beyond products for home use to be included in lunchboxes, prepared foods, and food services, as well.

Zero Meat Hamburgers for Commercial Use, a meat-free product made from soybeans jointly developed with Starzen Co., Ltd., have been adopted for the Loco Moco Donburi (with Soy Meat Hamburger) lunchbox sold at MaxValu outlets operated by AEON TOHOKU Co., Ltd. The first time the Otsuka hamburgers for commercial use have been made available to customers in the Tohoku region, test sales began at these stores in October 2020. The hamburgers proved extremely popular during the test period, and sales of these lunchboxes were expanded to the prepared food sections of 80 MaxValu stores on December 2, 2020.

Otsuka Foods will continue to develop its plant-based (soy-based) products to help solve a variety of issues facing society.

* Zero-meat products are made from processed soy foods.

Product Featuring Zero Meat Hamburgers for Commercial Use

Product name: Loco Moco Donburi (with Soy Meat Hamburger)

Launch date: December 2, 2020

Retail outlets: Prepared food section at 80 MaxValu stores operated by AEON TOHOKU Co., Ltd.

* Availability may vary by store.

Sales area: Aomori, Iwate, Akita, and Yamagata Prefectures

Price: 498 yen (tax excluded)

Features: The great taste of loco moco with the nutrition provided by soy