

April 14, 2021
Otsuka Foods Co., Ltd.

Otsuka Foods to Team Up with Akira Hokuto for 20th Anniversary of Mannan Hikari

The Food in the Shape of Rice, Which Seems Just Like White Rice but Is Made from Konjac Root

TOKYO, Japan, April 14, 2021—Otsuka Foods Co., Ltd. (Head Office: Chuo Ward, Osaka; President: Koichi Shiraishi) announced today that, starting this spring, Akira Hokuto will be featured as the brand ambassador for Mannan Hikari, a food in the shape of rice, to commemorate the product's 20th anniversary. The company will release product videos featuring Hokuto and the original recipes she creates on the Mannan Hikari website and social media to convey the appeal of Mannan Hikari.

Mannan Hikari, which is made from konjac root, is a food in the shape of rice that can be used to reduce consumption of carbohydrates and calories but still get enough dietary fiber, all while maintaining the same taste and volume as rice, just by cooking it mixed in with rice. Otsuka's original technology makes the look, aroma, and texture of Mannan Hikari close to that of rice, so that consumers can incorporate it into their diets without effort, treating it just like ordinary rice.

This year is the 20th anniversary since the product's launch in 2001, and with the recent expansion of the health-conscious, carbohydrate-reduction market, and growing demand for eating at home, Mannan Hikari has become a product of choice for many customers thanks to its convenience and how easy it is to incorporate it into their diet over the long term. Its popularity has been sustained: in the Nikkei POS Selection from 2010 to 2019, Mannan Hikari 525g (Stick Type) was the No.1 long seller in the "Other Nutritional Supplements Category."

Looking to make Mannan Hikari more familiar to even more customers, the company has invited Akira Hokuto, a TV personality who puts daily diet at the foundation of her own health and that of her family, as the brand ambassador for Mannan Hikari. Hokuto, who is also known as a good wife and mother and a great cook, will make the product's features easy to understand for consumers via videos posted to the Mannan Hikari website and social media. The company will also release delicious and healthy original recipes created by Hokuto using Mannan Hikari.

Going forward, Otsuka Foods will continue to propose new ways to use Mannan Hikari to support delicious, healthy dietary lifestyles for all.