



NEWS RELEASE

June 18, 2021
Otsuka Foods, Co., Ltd.

**Otsuka Foods Further Expands Bon
Curry Market Outside Japan with New
Launch of Bon Curry in China
To Be Marketed by Shanghai Otsuka Foods
Starting June 18, 2021**

TOKYO, Japan, June 18, 2021—Otsuka Foods Co., Ltd. (Head Office: Chuo Ward, Osaka; President: Koichi Shiraishi) announced today that one of its subsidiaries outside of Japan, Shanghai Otsuka Foods Co., Ltd. (Head Office: Minhang District, Shanghai; President: Toshiya Kita), launched three types of retort curry and two types of curry powder for cooking under the Bon Curry brand in China today.

Shanghai Otsuka Foods was established on April 24, 2003. The company entered the Chinese market to make available its unique, innovative retort technology and the taste of curry loved in Japan, with Bon Curry, which was first launched in 1968 in Japan as the world's first commercial retort food product.

In recent years, a culture of eating curry and a culture of eating alone have spread in China as part of contemporary lifestyles, mainly among young people in urban areas. This has led to a growing need for retort food products, which can be prepared easily and conveniently.

Until now, Otsuka Foods products for the Chinese market had their own package designs. Now, however, as part of Otsuka Foods' international strategy for the Bon Curry brand, those products will carry the same package design as Bon Curry Gold sold in Japan. Bon Curry retort curries and Bon Curry Powder for Cooking will be newly launched in the Chinese market.

Based on Otsuka Foods' corporate philosophy, Shanghai Otsuka Foods will continue to contribute to Chinese consumers' lives and health with curry and other retort foods, as well as other products such as Mannan Hikari.

■ Bon Curry retort curries

Product Overview



Japanese Beef Curry (Mild)

Content: 210 grams
(1 serving)



Japanese Beef Curry
(Medium)

Content: 210 grams
(1 serving)



Japanese Beef Curry (Hot)

Content: 210 grams
(1 serving)

Product Features

- Easy and convenient, since you can enjoy the product simply by heating the bag in hot water or transferring the contents to a dish and heating it in a microwave.
- Fresh potatoes, carrots, and large chunks of beef are used as ingredients.
- For each of the three levels of spiciness — mild, medium, and hot — spices and curry powder are carefully mixed, and a rich taste is created by blending in fruit paste.
- No food colorings are added, with the color of the sauce coming from the ingredients.

■ Bon Curry Powder for cooking

Product Overview



Curry Powder (Mild)

Content: 105 grams
(5 servings)



Curry Powder (Medium)

Content: 105 grams
(5 servings)

Product Features

- More than 10 kinds of spices are mixed in an original blend to create a fragrant curry powder.
- Blends well, making it easy to use in various home cooking, not only for curry, but also for dishes such as stir fries, fried rice, and soups.

■ Sales channels

Retail stores, department stores, supermarkets, mail order

■ **Overview of Shanghai Otsuka Foods Co., Ltd.**

Company name: Shanghai Otsuka Foods Co., Ltd.
Business: Development, manufacture, and marketing of retort foods, etc.
Established: April 24, 2003
Representative: Toshiya Kita, President
Head office address: No. 1969 South Lian Hua Road, Minhang District, Shanghai,
China
Website: <http://www.otsukafoods.com.cn>