

September 21, 2021
Otsuka Foods Co., Ltd.

**Otsuka Foods Revamps “Zero Meat” Series for Retail Sale:
Now to Be Animal Ingredient-Free Products
That Produce the Delicious Texture, Without Eggs
Packaging Also to Be Changed with Phased Product Launch from Autumn**

TOKYO, Japan, September 21, 2021—Otsuka Foods Co., Ltd. (Head Office: Chuo Ward, Osaka; President: Koichi Shiraishi) will revamp for retail sale four products in its “Zero Meat” series of meat-free products made using soy meat.*¹ These products were previously made using egg as an ingredient, but from now on will not contain animal-based ingredients*² but rather use plant-derived ingredients to bring out the best flavor and taste. At the same time, the packaging will also be changed, and the products will be rolled out in phases starting this autumn.

In recent years, plant-based meat substitutes have been attracting attention worldwide. This may be due to a variety of reasons including the increase in health-conscious eating habits, food shortages caused by a rapidly rising world population, and the environmental impact of producing livestock. Otsuka Foods launched its “Zero Meat Hamburger” in November 2018 as a leading plant-based (soy) food product with the aim of solving social problems and expanding the market.

Otsuka Foods will now begin to develop the “Zero Meat” series for retail sales as products that do not contain animal-based ingredients products but rather use plant-derived ingredients to bring out the best flavor and taste. Previously, egg was used as an ingredient to reproduce the “delicious texture” of meat. However, as a result of repeated research, Otsuka Foods has succeeded in producing the optimal texture without using egg in order to make the product more enjoyable for as many customers as possible.

For the packaging, the white and green which conveys the plant-based, healthy image of the product will be retained, but photographs will be used to express the flavor and taste through meal settings, and the packaging will be designed to easily convey the use of “vegetable protein” and “soy milk cream (cheese-like components),” which are strong needs of soy meat users.

Going forward, Otsuka Foods will contribute to the achievement of the SDGs by communicating the value of plant-based (soy) products, including soy meat, in a variety of ways.

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

*2 Animal-based ingredients include beef, pork, chicken, eggs, milk, honey, and other livestock products, as well as seafood. Animal-based ingredients may be used for some raw materials in the origin materials traced back in detail or in the manufacturing process.