

September 30, 2021
Starzen Co., Ltd.
Otsuka Foods Co., Ltd.

Otsuka Foods Launches “Uncooked Zero Meat Hamburgers for Commercial Use,” A New Addition to the “Zero Meat” Series of Soy Meat Products for Commercial Use
Animal Ingredient-Free Products That Use Plant-Derived Ingredients to Bring Out the Best Flavor and Taste
—All “Zero Meat” Products to Be Egg-Free—

Otsuka Foods Co., Ltd. (Head Office: Chuo Ward, Osaka; President: Koichi Shiraishi) and Starzen Co., Ltd. (Head Office: Minato Ward, Tokyo; President & CEO: Kazuhiko Yokota) will launch animal ingredient-free “Uncooked Zero Meat Hamburgers for Commercial Use,” a new product that uses plant-derived ingredients to bring out the best flavor and taste. The new product joins the “Zero Meat” Series of meat-free products for commercial use made from soy meat.*¹ Otsuka Foods will also revamp the currently available “Zero Meat Hamburgers for Commercial Use,” “Zero Meat Sausages for Commercial Use,” and “Zero Meat Ham for Commercial Use” in phases starting in October.

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. Otsuka Foods began manufacturing and selling products for commercial use through Starzen in March 2020, looking to help solve social issues and expand the market for this leading plant-based product.

As a result of ongoing research and development of the “Zero Meat” Series for commercial use, based on feedback from many customers, Otsuka Foods has now succeeded in producing an even more delicious texture.

The currently available Zero Meat Hamburgers for Commercial Use have been highly rated as a product that does not contain animal-based ingredients*² and has been adopted by the food service industry, delicatessen counters, and other outlets. The product is now being relaunched with the same meat-like texture, but it breaks up even more easily in the mouth and is more tender. The “Uncooked” product is also being newly added to the lineup. It can be used in various situations and offers an even juicier texture.

In addition, the existing “Zero Meat Sausages for Commercial Use” and “Zero Meat Ham for Commercial Use,” which do contain eggs, will be revamped and launched as animal ingredient-free products that no longer contain eggs and use only plant-derived ingredients to bring out the best flavor and taste.

Going forward, Otsuka Foods will contribute to the achievement of the SDGs by communicating the value of plant-based (soy) products, including soy meat, with the Zero Meat brand.

*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.