



NEWS RELEASE

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Otsuka Foods Co., Ltd.

Otsuka Foods to Release MATCH Jelly in a 260-g PET Bottle, a Carbonated Jelly Drink with a New Texture That Changes the More the Bottle Is Shaken In Stores across Japan on April 1

TOKYO, Japan, March 8, 2019—Otsuka Foods Co., Ltd. (Head Office: Chuo Ward, Osaka; President: Atsumasa Makise) announced today that it will start selling MATCH Jelly in a 260-g PET bottle, the latest new addition to its MATCH line of carbonated vitamin drinks, across Japan on April 1.

Introduced in 1996, MATCH carbonated vitamin drinks have proven particularly popular among people in their teens to mid-20s.

The new MATCH Jelly in a 260-g PET bottle is the first carbonated jelly drink in the MATCH brand and maintains the concept of “a healthy carbonated vitamin drink,” which is the distinctive feature of MATCH drinks. Additionally, as the beverage comes in a PET bottle, customers can enjoy a texture that changes the more the bottle is shaken. Otsuka Foods recommends the drink for all kinds of situations where one needs to stave off a little hunger, such as during study and work breaks. The company aims to acquire new customers across a wide range of age groups, with the main target being people in their teens to mid-20s, who are the typical users of MATCH drinks.

With the product launch, the company will conduct a broad advertising campaign, including TV commercials and transit advertising. In addition, in order to ensure that as many people as possible discover the great taste of MATCH Jelly and MATCH, Otsuka Foods will start distributing samples in April to people in the main target group, seeking to drive widespread recognition of the brand and win even more fans.



MATCH Jelly in a 260-g PET bottle