

June 11, 2019
Otsuka Foods, Co., Ltd.

Otsuka Foods to Release “Zero Meat Sausages” New Item in the “Zero Meat” Series of Meat-Free Products Made from Soybeans In Stores June 18, 2019

TOKYO, Japan, June 11, 2019—Otsuka Foods Co., Ltd. (Head Office: Chuo Ward, Osaka; President: Atsumasa Makise) announced today that it will start selling “Zero Meat Sausage,” the second product in its “Zero Meat” series of meat-free products made from soybeans. The new product will be available mainly in the Kanto area first, ahead of other areas, starting June 18, 2019.

Additionally, the company will change the recipes for its “Zero Meat Demi-Glace-Type Hamburger” and “Zero Meat Cheese-Filled*¹ Demi-Glace-Type Hamburger,” which it had launched mainly in the Kanto area last November, to make them even more tasty, and will expand the areas they are sold to the Koshin'etsu, Chubu, Hokuriku, and Kinki areas, starting June 18, 2019.

In recent years, meat substitute foods that can be eaten in place of hamburger and sausage have been attracting a lot of attention worldwide. A variety of reasons are thought to be behind this trend, including food shortages due to a rapidly rising global population, the size of the environmental impact caused by producing livestock compared to grains, and growing numbers of people becoming vegetarians, vegans, and low-carb diet followers for health reasons.

The new Zero Meat Sausages are made with no meat at all. Soybeans are used to create the flavor and texture of meat. The product is then smoked to impart a pleasant aroma. Simply heat in a microwave oven to enjoy this delicious product. In addition, since this is a frozen-chilled product,*² it can be supplied more stably and with less waste loss, making it environmentally friendly.

Under the Zero Meat brand, Otsuka Foods plans to continue proposing delicious and healthy eating habits by developing a variety of meat substitute foods.

*1 Made from a cheese-like soymilk cream.

*2 Frozen-chilled products are handled as frozen during the storage. They are thawed just before sale and sold at the same temperature as chilled food products (requiring refrigeration).



Zero Meat Sausage