

July 30, 2019  
Otsuka Foods, Co., Ltd.

# Otsuka Foods to Release “Tanpakushitsu ga Sugoï Daizu Plain 200 ml” and “Tanpakushitsu ga Sugoï Daizu Banana 200 ml”

## Beverages Made from Whole Soybeans

### Make It Easy to Get 10 Full Grams of Plant-Based Protein In Stores across Japan Starting September 17, 2019

TOKYO, Japan, July 30, 2019—Otsuka Foods Co., Ltd. (Head Office: Chuo Ward, Osaka; President: Atsumasa Makise) announced today that it will start selling “Tanpakushitsu ga Sugoï Daizu Plain 200 ml” and “Tanpakushitsu ga Sugoï Daizu Banana 200 ml,” two high-protein drinks in the Sugoï Daizu series of beverages made from whole soybeans, across Japan on September 17, 2019. Additionally, the entire Sugoï Daizu series, which has been popular since 2002, is now storable at room temperature, instead of needing to be chilled. The new version went on sale in July.

With people becoming more health conscious in recent years, the market for soymilk and other soy beverages has been growing year by year. In contrast to ordinary soymilk, from which the fiber (soy pulp) has been removed from the soybeans, beverages in the Sugoï Daizu series are made from whole soybeans including the soy pulp.\*<sup>1</sup> This differentiates Sugoï Daizu beverages by creating an entirely new product category unlike soymilk, giving people a way to get not only soy protein and soy isoflavone, but also the dietary fiber not found in soymilk.

The new 200-ml plain and banana-flavored Tanpakushitsu ga Sugoï Daizu products are beverages made from whole soybeans that provide an easy way to get 10 full grams of plant-based protein, which is a substantial amount. As they are low in sugar,\*<sup>2</sup> dairy-free, cholesterol-free, and have only 85 kcal, these products are great for people who want to get protein but are concerned about sugar and calories.



Tanpakushitsu ga Sugoï Daizu Plain 200 ml    Tanpakushitsu ga Sugoï Daizu Banana 200 ml

\*1. Soybean seed coats are removed.

\*2. Sugar cut by 70% (compared to soymilk beverages [malt coffee flavor] in the Standard Tables of Food Composition in Japan-2015 (Seventh Revised Edition)).