

August 8, 2019
Otsuka Foods Co., Ltd.

Otsuka Foods to Release Shizen Shokkan CHiA Cheese Cookies

The First Savory Item with a Cheese Flavor in the Lineup of Chia Seed Cookies Especially Popular Among Women In Stores across Japan on September 2, 2019

TOKYO, Japan, August 8, 2019—Otsuka Foods Co., Ltd. (Head Office: Chuo Ward, Osaka; President: Atsumasa Makise) announced today that it will start selling the first savory item, Shizen Shokkan CHiA Cheese, in the Shizen Shokkan CHiA series of chia seed cookies, which are becoming increasingly popular, especially among women. The new product will be in stores across Japan on September 2, 2019.

The Shizen Shokkan brand is based on the concept of “using delicious and fun ingredient textures to make the body happy.” Shizen Shokkan products have been very well received as “between-meals snacks that people are eager to eat,” especially among working women, since their launch in 2015. The addition of a cheese flavor, the first savory item in the series, alongside the existing coconut, matcha green tea, and chocolate chip, will bring the lineup to a total of four items.

Shizen Shokkan CHiA Cheese cookies are made by adding cheese to dough kneaded with chia seeds, and baking them to perfection. The fragrant cheese flavor, with just the right amount of saltiness, creates cookies so good they just keep on satisfying. A single package contains about half the recommended daily intake of omega-3 fatty acids (1.0 grams), an ingredient regarded as beneficial to beauty, as well as 2.0 grams of dietary fiber that absorbs water, providing a satisfying feeling of fullness. As a product containing an ingredient with nutrient function claims—namely omega-3s—delicious CHiA Cheese cookies offer a natural and easy way to load up on nutrients anywhere, whether at the office or on the go, or as a snack to have with a drink, while supporting both beauty and hunger management. Otsuka Foods believes more and more people, especially working women, will love this product.



Shizen Shokkan CHiA Cheese