

January 10, 2020
Otsuka Foods Co., Ltd.

Otsuka Foods to Donate a Portion of the Proceeds from Okinawa Limited Bon Curry Sales to Help Reconstruct Shuri Castle

TOKYO, Japan, January 10, 2020—Otsuka Foods Co., Ltd. (Head Office: Chuo Ward, Osaka; President: Atsumasa Makise) announced today that, looking ahead to the reconstruction of Shuri Castle in Okinawa Prefecture, which suffered serious fire damage, the company will donate a portion of the proceeds*¹ from the sales of Okinawa limited Bon Curry over the whole year, from January to December 2020, to the Okinawan Fund to Support Reconstruction of Shuri Castle.

*1. Donation of 1 yen per one-meal package.



Bon Curry (Okinawa limited editions)

■About Bon Curry

Bon Curry was launched as the world's first commercial retort curry on February 12, 1968. Initially, it came in a translucent pouch, had a short self life, and was sold only in the Osaka-Kobe area. In May 1969, however, the packaging was changed to aluminum foil, the same form as today, which extended the shelf life to two years, allowing the product to be distributed nationwide. The Bon Curry that is currently sold only in Okinawa*² has been loved by many Okinawans for a long time.

*2. At stores in the Okinawan area