

February 12, 2020

Otsuka Foods Co., Ltd.

Otsuka Foods to Release “Original Bon Curry”

Featuring a Package Design Based on an Enamel Sign From
the 1968 Launch

In Stores across Japan on March 2, 2020

TOKYO, Japan, February 12, 2020—Otsuka Foods Co., Ltd. (Head Office: Chuo Ward, Osaka; President: Atsumasa Makise) announced today that it will release “Original Bon Curry,” with the nostalgic flavor it had when first launched, in stores across Japan on March 2, 2020.

The original Bon Curry, the world’s first commercial retort food product, has for decades been the standard bearer for retort curries, enjoying steadfast customer loyalty since it was first launched by Otsuka on February 12, 1968.

The Original Bon Curry released this time has more vegetables and meat^{*1} while keeping the rich flavor of onion sautéed to a light brown with the savory taste of fried flour, which was a feature of Bon Curry at the time of its launch.^{*2} Also, vegetables grown in Japan are used as ingredients, and the product is microwavable right in the box.

In addition, the package faithfully reproduces an enamel sign featuring actress Yoko Matsuyama, which many people were familiar with after Otsuka Foods’ salesmen installed 95,000 of them across Japan at the time of Bon Curry’s launch. Otsuka Foods hopes that customers will enjoy the reproduced original flavor and package design.

As a pioneer of retort food products, Otsuka Foods is determined to continue creating and offering next-generation retort foods.

*1 Compared to Okinawa Limited Bon Curry

*2 Currently sold only in Okinawa.



Original Bon Curry