

March 16, 2020
Otsuka Foods, Co., Ltd.

Otsuka Foods to Release “Zero Meat Ham”
“Zero Meat Ham” Follows “Zero Meat Sausages” as Third Item in
Series of Meat-Free Products Made from Soybeans
In Stores across Japan on March 23, 2020

TOKYO, Japan, March 16, 2020—Otsuka Foods Co., Ltd. (Head Office: Chuo Ward, Osaka; President: Koichi Shiraishi) announced today that, following its “Zero Meat Sausages,” it will start selling “Zero Meat Ham,” the third in its “Zero Meat” series of meat-free products made from soybeans. The new products will be available in stores across Japan starting March 23, 2020.

In recent years, meat substitute products made of plant foods that can be eaten in place of meat have been attracting worldwide attention. A variety of reasons are thought to be behind this trend, including growing numbers of people eating for health, food shortages due to a rapidly rising global population, and the size of the environmental impact caused by producing livestock compared to grains.

The new Zero Meat Ham is made with no meat at all. Soybeans* are used instead to create the texture, flavor and aroma of meat. Enjoy this delicious product in the same way you would prepare meals with ham.

* This product is made with a soy-based processed food.



Zero Meat Ham