



NEWS RELEASE

September 4, 2020
Otsuka Foods Co., Ltd.

Otsuka Foods Enters Partnership Agreement with Aomori Prefecture on Health Literacy Enhancement

TOKYO, Japan, September 4, 2020—Otsuka Foods Co., Ltd. (Head Office: Chuo Ward, Osaka; President: Koichi Shiraishi) entered into a Health Literacy Enhancement Corporation Partnership Agreement with Aomori Prefecture on September 3, 2020. The Aomori Prefectural Government is coordinating the Healthy Aomori 21 (Phase 2) program and the Third Aomori Prefecture Plan to Promote Cancer Control, aiming to extend healthy life expectancy for Aomori Prefecture citizens.

Under the motto, “The company begins with people and food begins with spirit,” Otsuka Foods conducts its business in line with a commitment, embraced by all employees, to create “deliciousness, safety, peace of mind, and better health.” Aspiring to promote health and enrich people’s lives, Otsuka Foods has been providing innovative new foods with reliable quality ever since its establishment, including having launched the world’s first commercial retort food product, Bon Curry. At present, the social environment is changing dramatically due to the advent of a super-aging society as well as health, environmental, and population issues. Otsuka Foods continues to be a company that contributes solutions to problems associated with such social changes by developing products that are needed by consumers.

In Aomori Prefecture, Otsuka Foods has also been participating in the Aomori City Public Lectures on Hypertension and other programs to help prefectural citizens to maintain and improve their health. Under the Health Literacy Enhancement Corporation Partnership Agreement, Otsuka Foods will work more with Aomori Prefecture to encourage the formation of healthy lifestyle habits and contribute to the healthy longevity of Aomori Prefecture citizens.