

Otsuka Foods to Release MATCH Jelly Mineral Lychee in a 260-gram PET bottle
The Latest Addition to MATCH Line of Carbonated Vitamin Drinks, Featuring a Bubbly Jelly Texture
In Stores across Japan on May 31, 2021

TOKYO, Japan, May 10, 2021—Otsuka Foods Co., Ltd. (Head Office: Chuo Ward, Osaka; President: Koichi Shiraishi) announced today that it will start selling MATCH Jelly Mineral Lychee in a 260-gram PET bottle, the latest new addition to its MATCH line of carbonated vitamin drinks, across Japan on May 31, 2021.

MATCH Jelly Mineral Lychee in a 260-gram PET bottle combines the bubbly texture of carbonated jelly with a refreshing lychee flavor. Maintaining the concept of a carbonated vitamin drink, it allows customers to easily obtain minerals* in a delicious beverage. It is great after working up a light sweat, for a quick mood update or moment of refreshment, and to quell a slight hunger. Because the texture changes as the jelly breaks up with each shake, this carbonated jelly drink gives each customer the fun of finding their favorite texture.

The package uses a design with gradation that has a three-dimensional effect and bubbles that express mild carbonation, in order to clearly convey the bubbly jelly texture that is the product's main feature. The inclusion of "Shake for fun!" in a pop-style icon highlights the unique way of drinking carbonated jelly.

The MATCH brand, which celebrates its 25th anniversary this year, has already been updated, including with the release of the new MATCH Mineral Lychee in a 500-ml PET bottle as well as the package renewal of MATCH in a 500-ml PET bottle and other existing products in March. Now, with the release of the new MATCH Jelly Mineral Lychee in a 260-gram PET bottle, Otsuka Foods is strengthening the lineup to grow its fan base even more. Going forward, Otsuka Foods will continue aiming to create products that win the hearts of a diverse range of people, including students, in various situations such as after club activities or after working up a light sweat.

*Minerals: Sodium, potassium, and calcium

