



## NEWS RELEASE

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June 7, 2021  
Otsuka Foods, Co., Ltd.

# **Otsuka Foods' Soy-Based Meat Product “Zero Meat” to be Featured in Tokyo Athlete Shokudo Menu Item “Grilled Zero Meat Hamburger Steak” Starting June 7, 2021**

TOKYO, Japan, June 7, 2021—Otsuka Foods Co., Ltd. (Head Office: Chuo Ward, Osaka; President: Koichi Shiraishi) has been expanding its “Zero Meat for Commercial Use” products, which it developed together with Starzen Co., Ltd., beginning in March 2020. Tokyo Athlete Shokudo Honten, the chain’s main restaurant which focuses on healthy menu items developed for sports nutrition, will offer grilled hamburger steak made from Otsuka Foods Zero Meat Hamburger for Commercial Use beginning June 7, 2021.

Having developed a range of whole soy products such as its Sugoi Daizu beverage, Otsuka Foods launched its meatless Zero-Meat Hamburger made from soybeans<sup>1</sup> in November 2018 to help solve social issues related to population, the environment, and health. The company has endeavored to expand the market for leading meat substitute foods developed in Japan, launching products for both retail and commercial use.

Tokyo Athlete Shokudo has attracted a great deal of attention for its unrivaled menu of balanced meals based on sports nutrition principles. Runners on the Imperial Palace Run looking for a well-balanced intake of the nutrients they need to improve their health or reach other goals are also frequent diners at Tokyo Athlete Shokudo Honten. The restaurant will introduce the Grilled Zero Meat Hamburger Steak under its menu concept of Balancing Body & Beauty. No animal products are used in this dish,<sup>2</sup> making it a worry-free choice for vegans, as well.

In order to make its popular soy meat more readily available to customers, Otsuka Foods will continue to expand the market for commercial use products such as in boxed lunches, prepared foods, and restaurants, in addition to its home-use products. The goal is to make soy-based meat easily available to customers and to contribute to the achievement of the U.N. Sustainable Development Goals by helping to solve various social issues by providing plant-based (soybean) products.

1. This product is made with a soy-based processed food.  
2. Applies when ordered a la carte