

February 25, 2022
Otsuka Foods, Co., Ltd.

**Otsuka Foods to Release Revamped Regular
“My Size” Series Products, Now More
Delicious 100-kcal Items
with a Commitment to Rich Flavor
In Stores Across Japan on March 14, 2022**

TOKYO, Japan, February 25, 2022—Otsuka Foods Co., Ltd. (Head Office: Chuo Ward, Osaka; President: Koichi Shiraishi) announced today that it has updated the taste and package designs of its regular My Size series in order to offer more delicious 100-kcal products.*¹ They will be distributed across Japan beginning March 14, 2022.

Seizing the concept of “a meal that’s just the right size,” Otsuka Foods developed its My Size series, mainly 100-kcal retort food products. With their clear labeling of calories and wide selection of items including curries and other toppings for rice, products in the My Size series are easy to use for dietary management and have earned a large customer base since their launch in 2010.

With various nutritional ingredients attracting attention in recent years, in 2021 Otsuka Foods conducted a survey*² in which “calories” was the most popular keyword valued in the nutritional labeling of food, indicating a high level of interest in calories.

Regarding My Size products, customers praised their flavor with comments such as “It’s easy to keep eating them because they taste so good” and “It’s hard to believe they are only 100 kcal.” However, some people who have never purchased a My Size product said, “I can’t imagine they have a satisfying taste.”

In order to dispel this image, Otsuka Foods has improved the taste of items in the regular My Size series, focusing on *richness*, so that customers can experience even more delicious flavors while retaining the 100 kcal cap on these products. The company devised ways to add layers of savory umami to each dish and by carefully selecting ingredients, such as fermented Hokkaido butter for its Butter Chicken Curry and truffle oil for its Cheese Risotto Base, it realized its 100 kcal goal and rich taste at the same time. In order to convey this commitment, the packaging has also been redesigned. Additionally, the brand logo has been changed to express the concept of “The person I want to be, achieved with My Size”*³.

With its colorful lineup, the revamped My Size series offers the fun of choosing products to enjoy together with calorie control measures that easily can be maintained.



*1 The names of the two soy meat products in the series have been changed (in Japanese, from *soi miito* to *daizu miito*), but there is no change in the taste.

*2 In an online survey conducted by Otsuka Foods, about 30% of respondents answered “Calories” when asked, “What keyword(s) do you attach importance to in the nutritional labeling of food? (Mark all that apply.)”

*3 The “i” in the MY SIZE logo represents a person. The person standing on the bow-like curve represents someone who has achieved self-control, supported by a 100-kcal dietary life. In this way, the logo expresses Otsuka Foods’ hope that customers will become the people they want to be with the help of My Size products.