

May 23, 2022
Otsuka Foods, Co., Ltd.

Otsuka Foods Obtains Japan's First JAS Certification for Soy Meat Foods for Two Zero Meat Retail Products

TOKYO, Japan, May 23, 2022—Otsuka Foods Co., Ltd. (Head Office: Chuo Ward, Osaka; President: Koichi Shiraishi) announced today that two of its products, Zero Meat Demi-Glace-Type Hamburger and Zero Meat Cheese-Filled Demi-Glace-Type Hamburger, have become the first in Japan to obtain the Japanese Agricultural Standard (JAS) certification for soy meat foods,^{*1} which was granted on May 18, 2022. Starting in August, the company will gradually introduce new packages for these Zero Meat soy meat food products featuring the JAS mark.



In November 2018, Otsuka Foods launched the Zero Meat series of meat-free products made from soy meat.^{*2} Since then, the company has continued its research to bring out the deliciousness of plant-derived ingredients and has greatly improved the texture and taste. Today, the entire product lineup uses no animal-based ingredients.^{*3}

In recent years, the market for plant-based products has been expanding, driven by rising health consciousness, diversification of dietary lifestyles, and efforts to achieve a sustainable world. Given this situation, soy meat is being increasingly adopted for commercial use products such as bento boxes, prepared side dishes, and restaurants, in addition to retail products, with the aim of making soy meat easily available to customers.

In order to meet the ever-increasing demand from consumers for soy meat, Otsuka Foods started to lead efforts to explore the potential for a JAS certification for soy meat in 2020. The company submitted a draft JAS standard to Japan's Ministry of Agriculture, Forestry and Fisheries. The standard was established on February 24, 2022.

Now that Otsuka Food's Zero Meat has received JAS certification for soy meat foods, consumers can more easily select soy meat products with the JAS mark. Going forward, Otsuka Foods will continue to do its part to achieve the Sustainable Development Goals (SDGs) by communicating the value of plant-based products, including soy meat.

*1 Zero Meat is a brand name for which Otsuka Foods is the distributor. The manufacturer, Starzen Co., Ltd., has obtained “JAS certification for soy meat foods” from Japan Food Research Laboratories, a registered certifying organization.

*2 The Zero Meat series products are made with a soy-based processed food.

*3 Animal-based ingredients include beef, pork, chicken, eggs, milk, honey, and other livestock products, as well as seafood.