

September 12, 2022
Otsuka Foods, Co., Ltd.

**Otsuka Foods to Launch Saratto Nomeru
Sugoi Daizu, a Food with Function Claims**
Japan's First Product with Two Function Claims (For Skin
and Bones) in the Soy Milk and Soy Beverage Market
In Stores Across Japan Starting September 12, 2022

TOKYO, Japan, September 12, 2022—Otsuka Foods Co., Ltd. (Head Office: Chuo Ward, Osaka; President: Koichi Shiraishi) announced today that it will launch, Saratto Nomeru Sugoi Daizu (Light Silky-Smooth Soy Beverage), a new food with function claims, in its Sugoi Daizu line of beverages made from whole soybeans, across Japan on September 12, 2022.

In recent years, expectations for the plant-based beverage market, including soy beverages, and the functional foods market have grown even higher as consumers have become increasingly health-conscious due to lifestyle changes and other factors.

The Sugoi Daizu brand, which celebrates its 20th anniversary this year, is a line of whole soybean beverages produced using Otsuka's original "micro-creamy" process^{*1} to make beverages from whole soybeans^{*2} without generating strained soybean pulp, thereby providing full soybean nutrition to consumers.

The new product, Saratto Nomeru Sugoi Daizu, is the first food in Japan with two function claims in the soy milk and soy beverage market: one for soy isoflavones to "maintain skin moisture in middle-aged and older women whose skin tends to dry out" and the other for soy isoflavones to "maintain bone composition in middle-aged and older women."^{*3} The function labeling was achieved using only the components of the raw material soybeans, without adding any additional functional ingredients. The robust soy flavor of Sugoi Daizu is maintained in the new product, while the light silky-smooth texture makes it easy to drink with a meal.

Sugoi Daizu supports customers' health with the nutrition of whole soybeans, and at the same time contributes to the achievement of the SDGs through its environmentally friendly production process that does not generate strained pulp.

*1 This process technology pulverizes ingredients at the micro level and homogenizes raw materials to create a beverage with a smoother texture. It makes it possible to make silky smooth beverages out of whole ingredients.

*2 Made with soybean flour (with the thin peel of the soybeans removed).

*3 Function claims: This product contains soy isoflavones. Soy isoflavones have been reported to have the function of maintaining skin moisture in middle-aged and older women whose skin tends to dry out and the function of helping to maintain bone composition in middle-aged and older women.

