

February 8, 2024  
Otsuka Foods, Co., Ltd.

## Otsuka Foods to Launch First Products from the Bon Curry Brand Made Especially for Curry Udon Noodles!

Two “Bon Curry Umami wo Ajiwau Curry Udon no Moto” Noodle Topping Products

In Stores from March 4, 2024

Otsuka Foods Co., Ltd. (Head Office: Chuo-ku, Osaka; President: Goro Ikeuchi) announced today that it will launch two new “Bon Curry Umami wo Ajiwau Curry Udon no Moto” (Bon Curry Umami-Rich Curry Udon Noodles Topping) products, the first from the Bon Curry brand to be made especially for use with curry udon noodles. The two new products will be available across Japan on March 4, 2024.



Based on consumers’ desire to enjoy home-cooked meals with Bon Curry, Otsuka Foods suggests and publishes customized recipes for Bon Curry on the official Bon Curry brand website. Out of the many recipes suggested, those using noodles ranked high in the number of views during the period from June 2022 to May 2023, and a customized recipe\* for curry udon noodles was the most popular, leading recipes for pasta and soba noodles. It was found that many people eat Bon Curry with udon noodles, and demand related to frozen udon noodles is also expanding in Japan, so Otsuka Foods developed the first curry udon noodle sauce from the Bon Curry brand.

With this new product, it is easy to make delicious curry udon noodles by simply heating the whole box in the microwave and pouring it over udon noodles. Soup and sauce varieties are available for consumers to enjoy depending on what they feel like eating. “Dashi-kaoru Wafu Jitate” (Japanese-style with a hint of soup stock), the soup product, features the flavor of a Japanese soup stock made from bonito flakes, Japanese kelp from Hokkaido, and dried sardines from Nagasaki Prefecture. “Spice-kaoru Pirikara Keema Jitate” (Spicy keema curry), the sauce product, is accented by the spiciness of coarsely ground chili and black pepper.

Looking ahead, Otsuka Foods will continue to provide products that benefit consumers by embracing the changing times and evolving with consumer values, embodying the key theme of “Always in the family” with the Bon Curry brand as a pioneer of retort-pouch food products.

\*Customized recipe for curry udon noodles: <https://boncurry.jp/recipe/original/868/>