NEWS RELEASE

March 5, 2024
Otsuka Foods Co., Ltd.

Otsuka Foods to Launch MATCH Pineapple Soda in a 500-ml PET Bottle, Newly Offering a Flavor Popular with High School Students, and Original Flavor MATCH Jelly in a 260-gram PET Bottle

In Stores from March 25, 2024

TOKYO, Japan, March 5, 2024—Otsuka Foods Co., Ltd. (Head Office: Chuo Ward, Osaka; President: Goro Ikeuchi) announced today that it will start selling MATCH Pineapple Soda in a 500-ml PET bottle and MATCH Jelly in a 260-gram PET bottle, the latest new additions to its MATCH line of carbonated vitamin drinks, across Japan on March 25, 2024.

MATCH is a mildly carbonated vitamin drink with a refreshing taste that is easy to gulp down. MATCH Pineapple Soda in a 500-ml PET bottle is a new product that provides a day's worth of vitamins[*1] in one bottle with a refreshing pineapple aroma and sweetness while retaining the MATCH brand's signature light fizz. According to an Otsuka Foods survey, pineapple is popular among Japanese high school students as a fruit that evokes a positive feeling. Otsuka Foods has created a flavor to help lift the mood during the springtime, a season of many changes for students.

MATCH Jelly, with its unique carbonated jelly texture and fun drinking experience, has been well-received in the market. The new MATCH Jelly in a 260-gram PET Bottle brings back the original MATCH flavor for the first time in five years. Given the strong sales of MATCH in a 500-ml PET bottle in the original flavor, Otsuka Foods was inspired to offer the same flavor in its jelly lineup. With a moderate carbonation kick and added fiber, it provides a convenient way to satisfy your hunger while getting a day's worth of vitamins[*2] plus minerals (sodium and calcium) in one bottle.

Otsuka Foods continues to deliver the refreshing, delicious, easy-to-drink products that make MATCH carbonated vitamin drinks a popular brand and a favorite part of high school life.

*1 Vitamins: Vitamin B_1, Vitamin B_6, niacin, and vitamin C, based on Nutrition Reference Values
*2 Vitamins: Vitamin B_6 vitamin C, based on Nutrition Reference Values