

From Calbee's hometown of Hiroshima to the world! North American JagaRico on display at G7 Hiroshima Summit

Calbee, Inc. (headquartered in Chiyoda-ku, Tokyo; Makoto Ehara, Representative Director, President & CEO) ("Calbee") is pleased to announce that its JagaRico Original, a product sold in North America, was on display at the International Media Center (IMC) of the G7 Hiroshima Summit 2023.



JagaRico Original



Exhibition booth

- Exhibition dates: Thursday, May 18 to Sunday, May 21, 2023
 - Venue: International Media Center (IMC)
 - Products on display: JagaRico Original* and Kappa Ebisen Takumi
- *JagaRico Original is a product in the JagaRico family sold in the North American market.

The exhibition booths, which are set up at the International Media Center (IMC) to coincide with the opening of the G7 Hiroshima Summit 2023, had Japanese products made by companies originating in Hiroshima on display and were visited by many overseas media representatives. Calbee's participation in the exhibition was made possible by the Company's efforts to pursue a range of initiatives since it entered into a comprehensive collaborative agreement with the Hiroshima prefectural government in May 2022.

Launched in 1995, JagaRico is a portable, easy-to-eat snack product in a handy cup container. It is made with Calbee's unique technology and has a superb texture, crunchy on the outside and crispy on the inside. JagaRico's sales in Japan reached approximately 40 billion yen at the end of March 2023, and the product is now sold in North America, Greater China, and Singapore.

In February 2023, Calbee announced the Calbee Group Growth Strategy and identified "developing the brand originating from Japan into a global brand" as one of its key overseas business policies. Calbee remains committed to stepping up efforts to make JagaRico a global brand loved by people all over the world.

<About the Calbee Group>

Since 1949, we embrace a corporate philosophy of "harnessing nature's gifts, bringing taste and fun, and contributing to healthy lifestyles." As a company that provides essential goods, the Calbee Group is placing sustainability at the core of our management and creating the future of food by solving social issues through its corporate activities. (<https://www.calbee.co.jp/en/>)