

Press Release

March 27, 2026
Calbee, Inc.

Calbee Adds New Corn Snack Production Lines at Hiroshima

Hatsukaichi Factory

- Production capacity of Mike Popcorn and other Japan Frito-Lay products to increase by approximately 50%
- Production to begin in phases from April 2027

Tokyo - Calbee, Inc. ("Calbee") announced today that it will introduce new corn snack production lines at its Hiroshima Hatsukaichi Factory. The new lines will be used to produce popular products such as *Mike Popcorn* and *Doritos* for its consolidated subsidiary, Japan Frito-Lay. Production is scheduled to begin in April 2027 and is expected to increase Japan Frito-Lay's domestic production capacity by approximately 50%.

Background:

Japan Frito-Lay was established in 1957 as Japan's first company to manufacture and sell popcorn. After operating as a joint venture with PepsiCo and later as a wholly owned subsidiary of PepsiCo, it became a consolidated subsidiary of Calbee, Inc. in July 2009. With core brands such as *Mike Popcorn*, *Doritos*, and *Cheetos*, Japan Frito-Lay holds the No.1 share in Japan's corn-based snack market¹.

Japan Frito-Lay products are currently produced at its Koga Factory in Koga City, Ibaraki Prefecture. Although distributed nationwide, shipments are currently only handled from this single location in the Kanto region, creating ongoing challenges for logistics efficiency and costs, and meeting demand across Japan.

As competition in Japan's snack market intensifies, the Calbee Group announced plans in October 2026 to transfer and integrate the sales and logistics functions of Japan Frito-Lay to Calbee. As part of reorganizing its operational setup, Calbee will now leverage its Hatsukaichi Factory to introduce new corn-based snack production lines. In addition to increasing supply capacity, the new production lines will establish dual hubs in eastern and western Japan, improving logistics efficiency while strengthening backup functions.

¹ Source: INTAGE SRI+ Corn-Based Snack Market, cumulative retail value, April 2024–March 2025

Under Calbee's newly announced growth strategy, "Accelerate the Future," Calbee will expand the scope of the products and services it offers. As part of these efforts, the current supply expansion will help boost competitiveness and growth in the domestic snack business.

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Related Announcements:

2026.03.27 - Calbee Group Announces New Growth Strategy: "Accelerate the Future"

<https://www.calbee.co.jp/en/news/pdf/169-88925.pdf>

2025.12.01 - Calbee Group to Integrate Sales and Logistics Operations of Its Domestic Businesses

<https://www.calbee.co.jp/en/news/pdf/163-86520.pdf>

About the Calbee Group

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