

Press Release

May 29, 2026  
Calbee, Inc.

## Calbee to Begin Local OEM Production of *Frugra* in China

- *Driving growth in China through localized production under Calbee's 2035 growth strategy*
- *Sales begin from Late May 2026*



Tokyo - Calbee, Inc. ("Calbee") announced today that it has begun local OEM production of *Frugra* in China. Products will roll out sequentially starting in late May 2026. *Frugra*, an oat-based cereal mixed with fruit, has become a key brand in Calbee's China business. Through localized production, Calbee expects to offer pricing more closely aligned with local market conditions, expand distribution, and strengthen supply chain resilience.

### Background

Under its 2035 Vision and growth strategy, "Accelerate the Future," Calbee aims to evolve from a Japanese snack maker into a global snacking company. As part of this, Calbee has positioned China as a key market and is advancing initiatives to build a more resilient, market-responsive supply chain while promoting business localization. These efforts include the use of external assets to respond to its rapidly changing market environment.

*Frugra* is an oat-based cereal featuring crunchy baked granola combined with the sweet and tangy flavors of fruit. Originally launched in 1991 as *Fruit Granola*, it has played a key role in expanding the cereal market in Japan.

Calbee began exporting cereals from Japan to China in July 2017 as growing travel to Japan increased awareness of *Frugra*, alongside the expansion of cross-border e-commerce. *Frugra* and *Frugra Carbohydrate 30% Off*, produced at Calbee's Kyoto Plant, are today sold in China.

To enhance supply stability, improve speed to market, and deliver pricing more aligned with local market conditions, Calbee is now expanding OEM production with local partners under its “local production for local consumption” approach. As part of these efforts, Calbee first entered into a manufacturing agreement with a local snack producer that owns potato farms in China in May 2023, successfully enabling local OEM production and sales of *Jagabee*. Calbee then began local OEM production of *Mygra*, a granola product that highlights the natural taste of ingredients without dried fruit, in November 2025. Building on these efforts, Calbee will now commence local OEM production and sales of *Frugra*.

For local OEM production, Calbee has carefully adjusted processing conditions to reproduce the same taste and texture using raw materials and equipment that differ from those in Japan. Production of *Frugra* began in late April 2026, with products gradually rolling out in stores from late May 2026. Calbee's locally produced *Frugra* will be available in a 300g package.

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#### 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.

For more information, visit: <https://www.calbee.co.jp/en/>