

July 9, 2026

Calbee, Inc.

Notice Regarding Packaging Updates for Certain Products in Japan

- *Restoring Full-Color Printing to the Front of Packaging*

Tokyo, Japan – Calbee, Inc. (“Calbee”) announced today that, based on the company’s latest procurement outlook, it will begin restoring color printing to products in Japan that had previously been transitioned to two-color packaging. The original change was made in response to instability in the procurement of printing materials amid heightened tensions in the Middle East.

Calbee will update the packaging specifications in phases. Stable product supply remains Calbee’s top priority, and the company will continue its efforts to conserve resources while closely monitoring supply conditions.

As part of the initial phase, Calbee will restore full-color printing on the front of the packaging for eight items that had previously been transitioned to two-color packaging, including *Potato Chips*, *Kappa Ebisen*, and *Frugra**. Calbee believes color packaging plays an important role in communicating essential product information and helping consumers make informed purchasing decisions.

**For Frugra (330g and 700g), full-color printing will be restored on the entire package, including both the front and back.*

Production is scheduled to transition beginning the week of July 27, 2026, and products featuring the updated packaging will be introduced sequentially thereafter.

Calbee will continue to respond swiftly and flexibly to changes in the business environment, including geopolitical factors, while striving to provide safe, reliable products that meet consumer expectations.

We ask for your understanding and continued support.

Example of packaging with full-color printing restored on the front



List of Products with Revised Packaging Specifications

**Production will transition sequentially to the updated packaging.*

Product Name	Volume	Available in Stores Beginning Week of (2026)	Sales Area
Potato Chips: Lightly Salted	55g	Week of Aug. 10	Except for nationwide convenience stores
	70g	Week of Aug. 24	Convenience stores nationwide
Potato Chips: Consomme Punch	55g	Week of Aug. 10	Except for nationwide convenience stores
Potato Chips: Consomme Double Punch	61g	Week of Aug. 24	Convenience stores nationwide
Potato Chips: Seaweed Salt	55g	Week of Aug. 10	Except for nationwide convenience stores
Kappa Ebisen	77g	Week of Aug. 3	Except for nationwide convenience stores
Frugra	330g	Week of Jul. 27	Nationwide
	700g	Week of Jul. 27	Nationwide