Calbee
Harvest the Power of Nature. NEWS RELEASE

Press Release

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Calbee, Inc.

Calbee Expands *Harvest Snaps* to Reach New Consumers and Accelerate Growth in North America

- *New Veggie Straws and Cheese Puffs bring the brand's veggie-forward approach from the produce aisle to the salty snack aisle, expanding its presence in a priority growth market for Calbee*

Tokyo - Calbee, Inc. ("Calbee") announced today that *Harvest Snaps* will introduce two new formats in North America from November 2026: Veggie Straws and Cheese Puffs.

Harvest Snaps, one of the Calbee Group's leading international brands, has built a strong presence in the produce aisle with snacks that combine great taste and veggie-forward benefits. Long popular with health-conscious consumers, the brand is now broadening its appeal through two new formats that pair familiar salty-snack textures and bold flavors with the vegetable-based ingredients that *set Harvest Snaps* apart. The introduction of Veggie Straws and Cheese Puffs takes *Harvest Snaps* into the salty snack

aisle, opening up new opportunities for growth.

The launch supports the Calbee Group's 2035 Vision to evolve from a Japanese snack maker into a global snacking company. Under its growth strategy *Accelerate the Future*, Calbee has identified North America as a strategic priority and is accelerating growth in the region as part of its broader portfolio transformation, which includes expanding its overseas business and moving into new categories. Calbee sees significant growth potential in North America, supported by its size, continued expansion of the snacking market, and rising demand for snacks that combine taste, convenience and nutrition.

"*Harvest Snaps* is one of our most important growth brands globally," said Keiei Sho, Chief Strategy Officer of Calbee, Inc. "Veggie Straws and Cheese Puffs build on the brand's momentum by bringing *Harvest Snaps*' combination of great taste, texture, and veggie-forward benefits to the salty snack aisle, where we see significant opportunities to introduce more consumers to *Harvest Snaps* and Calbee brands."

First introduced in North America in 2001 as an adaptation of Calbee's popular Japanese pea snack *Sayaendo*, *Harvest Snaps* today generates more than JPY 10 billion in annual sales. Since establishing Calbee's presence in better-for-you snacking, the brand has expanded beyond its original pea-based products to a wider range of vegetable- and fruit-based snacks.

Made with naturally nutrient-dense yellow peas as the No.1 ingredient, Veggie Straws and Cheese Puffs offer a meaningful point of differentiation in the salty snack aisle, a category largely dominated by potato- and corn-based snacks. As consumers increasingly seek snacks made with recognizable, plant-based ingredients, the new formats combine bold flavor and satisfying texture with protein and fiber in every serving.

Harvest Snaps Veggie Straws will be available in three bold flavors: Sea Salt, Zesty Ranch, and Sweet 'n Spicy. *Harvest Snaps* Cheese Puffs will be available in Cheddar & Sour Cream and White Cheddar Jalapeño flavors. Both formats are certified gluten-free.

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About the Calbee Group

Since 1949, Calbee has embraced its corporate philosophy of harnessing nature's gifts to create products that bring great taste and enjoyment while contributing to healthier lifestyles. Guided by this enduring philosophy, we work to help address social challenges through our business activities. In doing so, we continue to take on new challenges as we look toward our next 100 years and beyond.

Under our 2035 growth strategy, *Accelerate the Future*, Calbee is today expanding snacking and light-meal occasions beyond traditional ways of eating and into new markets around the world. As we continue our evolution from a Japanese snack food maker into a global snacking company, we aim to bring the joy of food to people around the world and deliver new value.

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