

October 16, 2026

Calbee to Launch JagaRico in South Korea

- *Expanding the global reach of one of Calbee's most popular Japanese snack brands*



Tokyo - Calbee, Inc. ("Calbee") announced today that it will launch *JagaRico* in South Korea. Beginning in mid-October 2026, *JagaRico Salad* will sequentially roll out across supermarkets and convenience stores nationwide in a stand-up pouch format. The launch marks a new step in expanding one of Calbee's most successful Japanese snack brands internationally under its growth strategy, Accelerate the Future.

First introduced in Japan in 1995, *JagaRico* has become one of Calbee's leading brands. Known for its signature crisp-then-crunchy texture and convenient stick-shaped format, made possible through Calbee's unique technology, the snack has been enjoyed by generations of consumers in Japan.

Staying true to the qualities that have made *JagaRico* popular, Calbee began expanding the brand internationally in 2020 and has since introduced it to markets including Mainland China, Taiwan, Singapore, Hong Kong, and the United States. The launch in South Korea marks the next step in growing the brand's presence across Asia.

While South Korea's snack market is highly competitive, consumer interest in Japanese brands remains strong, and some consumers may already be familiar with *JagaRico* through visits to Japan. Combined with the close affinity between Korean and Japanese food culture and taste preferences, as well as *JagaRico*'s distinctive texture and convenient stick-shaped format, Calbee believes the brand is well positioned to resonate with younger consumers who actively seek out new products and trends. The primary target is consumers in their late teens and twenties with a strong interest in Japanese culture.

The first product to launch in South Korea will be *JagaRico Salad*, manufactured in Japan and sold in a 60g stand-up pouch. The suggested product retail price is KRW 2,900, including tax.

The launch supports the Calbee Group's growth strategy, under which its overseas business is positioned as a key driver of growth through 2035. By building on the brand strength and product development expertise developed in Japan, Calbee continues to expand the reach of its products in overseas markets.

Going forward, Calbee will continue growing the *JagaRico* brand in South Korea while expanding its presence across Asia and Oceania, with the goal of bringing *JagaRico* to more consumers around the world.

"With this launch, we aim to bring *JagaRico*, a brand long enjoyed in Japan, closer to consumers in South Korea." said Mayuko Kochi, Branding Team Director, Asia and Oceania Region, "Through its distinctive taste and playful spirit, we hope to make *JagaRico* a familiar and lasting part of everyday life"

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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/>