



Harvest the Power of Nature.

Press Release

October 26, 2020

Calbee, Inc.

Calbee stepping up JagaRico overseas marketing with celebrating its 25th anniversary.

The long-standing, bestselling product now available in China.

Calbee, Inc. (headquartered in Chiyoda-ku, Tokyo; Shuji Ito, President & CEO; "Calbee") is proud to announce that it is celebrating the 25th anniversary of one of its popular snack brands, JagaRico, on October 23, 2020. Thanks to Calbee's own unique recipe, JagaRico, has an exceptionally good texture - crunchy on the outside and crispy on the inside.

To mark this occasion, Calbee is stepping up its efforts to market JagaRico (土豆棒 in Chinese) in China. Calbee launched JagaRico in three different flavors; 土豆棒 色拉味 (Potato salad flavor), 土豆棒 海苔黄油味 (Seaweed, salt and butter flavor), and 土豆棒 扇貝黃油醬油味 (Scallop, butter and soy sauce flavor) especially for the Chinese market in September 2020 and will carry out more extensive sales campaigns in the coming months.



[Product Background]

This year marks the 25th anniversary of our long-standing, bestselling brand, JagaRico. Our unique recipe gives JagaRico an exceptionally good texture - crunchy on the outside and crispy on the inside - and is very popular with people from all age and gender groups. Backed by the unparalleled techniques and marketing know-how that we have amassed over the years, our annual production of JagaRico in Japan is in the region of 400 million packs^{*1}. JagaRico enjoys 99%^{*2} brand awareness and is keeping its growth momentum in the domestic market.

In the Chinese market, we launched Frugra and other products on a cross-border e-commerce website in 2017. We have since successfully expanded sales channels to local retailers and other e-commerce websites to achieve further growth and development. Prior to JagaRico, our snack brands such as Jaga Pokkuru and Jagabee have become very popular in the Chinese market. Until recently, JagaRico was available to purchase mainly on e-commerce websites, but in order to raise its brand awareness even further, we have modified the flavor to meet local consumers' preferences and have improved the packaging for long-awaited launch of the product.

According to our pre-launch survey of China's target consumer group (women in their 20s and 30s living in urban areas), JagaRico is recognized as a high-quality and made-in-Japan snack that is popular all around the country, while some respondents say it needs a lot more seasoning. Based on the survey findings,

- we improved the packaging design to indicate to consumers that JagaRico originates in Japan, and
- added a mayonnaise flavor to JagaRico Salad, Japan's classic all-time favorite, to produce 土豆棒 色拉味 with a sharper, fuller flavor. Introduced the way to enjoy 土豆棒 色拉味 as a potato salad by pouring hot water. "This year's number one snack!" "I just felt so happy when I finished eating it." These are some of the positive comments we received from customers who participated in a tasting session.

We set an overseas sales target of 80 billion yen in our five-year Medium-Term Business Plan (FY ended March 2020 to FY ending March 2024). To achieve this target, it is essential to establish the Calbee brand and build a revenue base in key target regions including China. Through JagaRico's expansion, we remain committed to sending a message of food safety, food assurance, and tastiness, for which Japanese food is renowned, to customers all around the world.

*1: Includes Toumoriko, Edamariko, etc.

*2: Source: Survey of 2,511 people conducted by Calbee between January 31 and February 4, 2020

[Product Overview]

- 土豆棒 色拉味 is made from corn, carrots, parsley, and onions and is flavored with mayonnaise. It has a fuller flavor than Japan's JagaRico Salad. Pour hot water into 土豆棒 色拉味 and enjoy it as a delicious potato salad. 土豆棒 海苔黃油味 is made from aromatic seaweed and rich creamy butter. The natural goodness of potatoes is complemented by the distinctive flavor of seaweed. 土豆棒 扇貝黃油醬油味 is deliciously seasoned with scallop, a favorite of Chinese people, and soy sauce & butter, bringing out its savory scallop taste.
- JagaRico comes in a stand-up pouch with a resealable zipper. Eat as much or as little as you like.
- The net weight of one pack of JagaRico has been significantly increased to leave you feeling satisfied.
- JagaRico's main target consumer group is women in their 20s and 30s.

Product name	土豆棒 色拉味 (Potato salad flavor)	土豆棒 海苔黃油味 (Seaweed, salt, and butter flavor)	土豆棒 扇貝黃油醬油味 (Scallop, butter, and soy sauce flavor)
Net weight	55 g	52 g	52 g
Price	Open / Suggested price: Approximately 15 yuan (Approximately 230 yen)		
Scheduled product launch	September 2020	September 2020	October 2020

[Sales promotion is in full swing on social media sites]

To coincide with the launch of JagaRico in China, Calbee has started a sales promotion on a range of social media platforms to communicate to the customers the fact that JagaRico is Japan's extremely popular and long-selling snack with an exceptional texture. A consumer-participating JagaRico video campaign, Douyin (TikTok) 全民任务, was very well received by viewers.

JagaRico promotional video (Chinese version) URL:

<https://b23.tv/J6NxqM>

Douyin (TikTok) 全民任务 URL: <https://v.douyin.com/JspqbeR/>



Please download product images from this link, <http://urx.mobi/BdV4>

* Deadline for download: Saturday, December 5, 2020