

HARVEST SNAPS launched in the UK market

The Calbee Group (headquartered in Chiyoda-ku, Tokyo; Shuji Ito, President & CEO) is pleased to announce that Calbee Group (UK) Ltd. (“CGUK”) launched HARVEST SNAPS under the Calbee brand in September 2021. CGUK is a UK subsidiary which established through merger of Calbee (UK) Ltd. (“CUK”) and Seabrook Crisps Limited acquired in 2018 (“Seabrook”).



HARVEST SNAPS, made from beans, has been developed under the concept of “Real ingredients,” “Real flavors” and “Better for you.” Very popular in the US and Australian markets, it is one of the Calbee Group's flagship brands.

The Calbee Group entered the UK market and established CUK in 2014. The Group acquired Seabrook in October 2018*¹ and with the launch of Seabrook Crisps. The Group launched Loaded Fries, a maize-based snack, under the Seabrook brand at the end of 2020, leveraging its brand values and improving its financial performances.

Three years have passed since the acquisition of Seabrook and the Calbee Group intends to improve its UK operations even further by adding HARVEST SNAPS to CGUK's product line. The product meets the UK's HFSS regulations*², which come into effect in April 2022, and responds to consumer demand for healthier snacks that has increased since the emergence of the COVID-19 pandemic.

*1: The press release can be found at <https://www.calbee.co.jp/en/ir/pdf/2018/20181003AcquisitionofSeabrookCrisps.pdf>

*2: Restrictions on food and drink products high in fat, sugar and salt (HFSS) (Restrictions are placed on advertising and sales promotional activities.)

The Calbee Group is committed to establishing its next pivotal growth driver in overseas business operations and strengthening collaboration with the global community.

About the Calbee Group

The Calbee Group embraces a corporate philosophy of “harnessing nature's gifts, bringing taste and fun, and contributing to healthy lifestyles” and a long-term vision (2030 vision) of “Next Calbee: Harvest the power of nature. Creating the future of food.” It is the Group's mission to achieve sustainable growth and a sustainable society by providing social value through its corporate activities. The Calbee Group remains committed to addressing medium- to long-term challenges facing the environment, society, and economy through co-creation with stakeholders and to practicing sustainable management that creates new shared value.

[\(https://www.calbee.co.jp/en/\)](https://www.calbee.co.jp/en/)