

November 16, 2022

Calbee, Inc.

## Calbee strengthens marketing of children's snacks in China

Calbee, Inc. (headquartered in Chiyoda-ku, Tokyo; Shuji Ito, President & CEO) strengthens marketing of its snack products that support children's healthy lifestyles in mainland China in November 2022.

The Calbee Group has declared its intention, in its long-term vision for 2030, to establish pivotal growth drivers in overseas markets, and positions Greater China as one of four priority regions.

We have launched Kappa Ebisen from 1 year old and Sapporo Potato Mix Vegetable from 1 year old in the children's snack market in Japan. These products have been very well received as they are oil-free and lightly seasoned, have a melt-in-the-mouth texture, and even infants can easily eat them.

In recent years, the children's snack market in China has rapidly expanded. We had received feedback from customers in China asking us to make products that are safe for their 1- to 2-year-olds to eat. We seized this opportunity and decided to strengthen marketing of children's snacks in China. Taking advantage of the product development capabilities that the Calbee Group has acquired in Japan, we will offer a range of high-quality, high value-added products on e-commerce websites in China as well as in offline retail outlets.

We at the Calbee Group remain committed to offering snack products on the global market that children can enjoy with confidence and enthusiasm, and helping them to lead healthy lifestyles.

### Younger Children's Snack Product Series

"The Younger Children's Snack Product Series" is a newly created snack brand targeted at younger children in China. It has a range of products that are safe even for 1-year-old children to eat. Osatsu Snack for Younger Children and Komewa for Younger Children, which is made from 100% Japanese grown rice, are our original brands for the Chinese market.



Photos from left

- Kappa Ebisen for Younger Children (32g)
- Sapporo Potato Mix Vegetable for Younger Children (32g)
- Osatsu Snack for Younger Children (32g) \*Production to start in December 2022
- Komewa Plain Flavor for Younger Children (18g)
- Komewa Pumpkin Flavor for Younger Children (18g)

## Snack product line for children

These snack products are perfect for preschoolers who have just begun to enjoy snacking. They come in single-serve packs and are presented in a calendar-like form that makes it easier to divide them into small portions. Children can enjoy the original flavors of vegetables, shrimp, and other ingredients.



Photos from left

- Kappa Ebisen (48g)
- Vegetaberu Salad (40g)
- Sapporo Potato Mix Vegetable (36g)
- Cheese Bit (36g)

Relevant URL:

- Calbee flagship store on China's e-commerce website "Tmall": <https://calbeemy.world.tmall.com/>

## About the Calbee Group

Since 1949, we embrace a corporate philosophy of “harnessing nature's gifts, bringing taste and fun, and contributing to healthy lifestyles.” As a company that provides essential goods, the Calbee Group is placing sustainability at the core of our management and creating the future of food by solving social issues through its corporate activities.

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