

About 100 kcal each! Tasty & healthy! The frozen fruit bars PALETAS is releasing Soy Series made of domestic soy milk and Hokkaido-sourced beet sugar.

JAPAN PALETAS Co., Ltd. (Headquarters: 2nd Floor, 15-7 Onarimachi, Kamakura-shi, Kanagawa; CEO: Toru Nishinotsuji; hereinafter referred to as the "Company") is releasing three flavors on Tuesday, March 5, 2019 as part of the Soy Series I.



1. Soy Series Background Story

PALETAS is frozen fruit bars made of fresh seasonal fruits in juice, gelato, and yogurt. Our recipes focus on keeping the fresh flavors and textures that are inherent in fruits. PALETAS is about 100 kcal and is gaining popularity as a healthy alternative to other sweets. They are available at our locations and online stores for you to buy for yourself or coworkers. This spring, we are releasing the Soy Series to supply the market demands for even healthier alternatives. They are made of domestic soy milk and Hokkaido-sourced beet sugar.

2. Introducing Soy Series

<Made of domestic soy milk & Hokkaido-sourced beet sugar! A healthy alternative to sweets at about 100 kcal>

① **Soy Fruit Mix** ¥540/tax included 94 kcal

A colorful fruit bar with strawberries, shine muscat grapes, oranges, and mangoes in non-dairy, soy gelato.

② **Soy Matcha** ¥540/tax included 103 kcal

White peach and raspberries in matcha-flavored, non-dairy, soy gelato.

② **Soy Strawberry** ¥540/tax included 88 kcal

Strawberries and raspberry sauce-infused non-dairy, soy gelato, topped with strawberry pulps.

* Our products are made in a factory that processes milk, egg, and flour out of seven specific raw materials from the mandatory allergy labeling.

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