



**Enjoy a 'Pop' of Flavor with New Hi-Chew Fizzies**  
*Incredible real soda flavor in every bite*

**(Irvine, California) March 6, 2017**—Morinaga America, Inc., maker of the ever-popular Hi-Chew soft candy is giving taste buds a bit of a 'pop' with the introduction of the new soda-inspired Hi-Chew Fizzies. Available in Cola and Orange Soda, Fizzies takes the nostalgic flavors enjoyed by kids and adults, and infuses them into the sensationally chewy texture Hi-Chew fans love. Fizzies marks the third sub-brand addition to Hi-Chew's rapidly expanding U.S. portfolio, after fan-favorites Sours and Bites.

**Cola:** An homage to the original fountain soda, the new Cola chews offer real cola flavor with hints of vanilla and cherry. A slight effervescent texture on the tongue offers a refreshingly sweet experience you'll want to savor again and again.

**Orange Soda:** Packing a punch, Orange Soda is the perfect balance of citrusy sweetness and tang. Each bite offers a bright and bold experience that will leave you harking for the soda shop days of yore.



"We're constantly looking to create a unique experience and surprise our fans with new flavors they'll love," said Mr. Norio Otsuki, Chief Operating Officer of Morinaga America, Inc. "Everyone has a childhood memory associated with soda, and we thought it would be fun to bring those memories to life in a new way through Hi-Chew."

Available nationwide starting March 2017, Hi-Chew Fizzies is adding yet another reason U.S. fanfare continues to soar for the Hi-Chew brand. With can't-get-enough-of flavors that make it difficult to eat just one piece, Hi-Chew will continue to expand its product line with exciting new varieties in the coming year.

Hi-Chew Fizzies peg bags are now available at various retailers nationwide and online at [Amazon.com](https://www.amazon.com).

To learn more about Hi-Chew, please go to [www.hi-chew.com](http://www.hi-chew.com), like us at <https://www.facebook.com/HiChew/>, and follow us at <https://www.instagram.com/hichewusa/> and <https://twitter.com/hichew>.

**About Morinaga & Hi-Chew:**

The history of Hi-Chew stretches back over a century, when company founder Taichiro Morinaga brought candy-making skills to Japan from America in the 1800s. Hi-Chew has long been the #1 soft candy in Japan, and in recent years, has also become a hit in the rest of Asia and America, especially among the young. In the U.S., original Hi-Chew is offered in Strawberry, Green Apple, Mango, Grape, Cherry, Banana, Melon, and Kiwi. The Hi-Chew Sours come in



Lemon, Lime and Grapefruit. Hi-Chew Bites are offered in Grape, Strawberry, Mango, and Orange and are made with real fruit juice blended into the chewy candy, which is 100% free cholesterol or artificial colors.

Morinaga America, Inc. (sales company) and Morinaga America Foods, Inc. (candy production) are wholly owned subsidiaries of Morinaga & Co., Ltd., which began in 1899 as the first maker of chocolates in Japan.

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