



Hi-Chew Goes Tropical with the Launch of New Kiwi Flavor
Real Ripe Kiwi Fruit Flavor Gives Consumers a Flavorful Escape

(Irvine, California) February 13, 2017—Morinaga America, Inc. today introduced Hi-Chew Kiwi, the newest product to join the rapidly expanding U.S. Hi-Chew portfolio. With the winter’s seasonal chill showing no signs of warming up, Kiwi is giving fans a taste of the tropics, packing tart and juicy kiwi flavor into a perfectly chewy bite.

Made with real fruit juices and purees, Hi-Chew Kiwi delivers the same vibrant color and fresh flavor found in kiwis but with the sensationally chewy texture Hi-Chew fans have come to love. Real chia seeds are showcased in each individually wrapped chew, mimicking the texture and color of actual kiwi seeds, while the sweet, ripe flavor tingles the tongue.



Refreshingly sweet with a hint of citrus, Kiwi gives Hi-Chew fans the chance to savor a tropical treat and mentally escape to sunny fun-filled days.

“Our fan base is always eager to see what new flavors Hi-Chew will come out with next,” said Mr. Norio Otsuki, Chief Operating Officer of Morinaga America, Inc. “Our new Kiwi flavor delivers both the look and taste of fresh kiwi fruit, exciting taste buds with bursts of flavor on-the-go.”

Through its fruity, true-to-flavor taste and smooth, chewy texture, Hi-Chew continues to deliver delicious, innovative flavors for its ever-growing enthusiastic U.S. fan base. With sales continuing to soar, the product line has plans to expand further with even more new flavors launching in the coming year.

Hi-Chew Kiwi is available now 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, 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 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.

Contact:

Jennifer Moling | Morinaga America, Inc. | jmoling@morinaga-america.com | 949-732-1155

Jaimie Caiazzo | Sharp Communications | jc@sharpthink.com | 212-829-0002