



## **Hi-Chew Teams Up with the Los Angeles Dodgers to Deliver Flavorful Moments All Season Long**

Irvine, California—April 3, 2017— Just in time for Opening Day, Hi-Chew, the sensationally chewy fruit, candy from Japan is partnering with the Los Angeles Dodgers for a second year to give players and fans the opportunity to savor the flavor of fun at the ballpark. Hi-Chew will host on-site activations, product sampling and surprise and delight elements during select home games throughout the 2017 season. Hi-Chew will also be available for purchase at concession stands in Dodger Stadium.

Since baseball’s inception, snacks have always been an important part of the ballpark experience. Fast-forward to today, and the nostalgia of food during the games is still nothing short of a homerun. As Hi-Chew’s popularity continues to capture the hearts and taste buds of Americans, the baseball field is the perfect opportunity for Los Angeles Dodgers fans and players to enjoy Hi-Chew’s vibrantly juicy flavors.

“While Hi-Chew originated in Japan, here in the United States we call Los Angeles our home,” said Mr. Norio Otsuki, Chief Operating Officer of Morinaga America. “Thus, we are so excited to be teaming up with the Los Angeles Dodgers once again to bring our delicious candies to the players and incredible fans.”

Known for real fruit flavor and long-lasting chewy texture, each individually wrapped Hi-Chew is satisfying the hankering for something sweet around the seventh inning and beyond. Players, including first baseman Adrian Gonzalez, can’t seem to get enough.

“I heard about Hi-Chew through a fellow baseball friend of mine, and it’s been a love affair ever since,” said Adrian Gonzalez. “It’s my go-to for a flavorful treat whether I’m on the field or on the road. I’m particularly partial to the Cherry flavor, and it’s now become a family treat I share with my daughters.”

Hi-Chew is also celebrating the little champions of the Los Angeles community by participating in a number of Dodger youth events, as well as, taking over the Play Zone at Dodger Stadium.

For more information regarding Hi-Chew sampling events and youth programs please visit [www.hi-chew.com/hichewblue](http://www.hi-chew.com/hichewblue)

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>.

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**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, and Melon. 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.

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