February 2, 2026
Calbee, Inc.

Announcement: Price Revisions in Japan

Calbee, Inc. (hereafter “Calbee”) announced today that, in response to rising raw material costs, etc., it will revise its pricing for Potato Chips and Jagabee products in Japan. These revisions will be implemented in phases beginning June 1, 2026.

Products subject to price revisions:

Retail prices for Potato Chips are expected to rise by approximately 5–10% and Jagabee by approximately 30%. Actual retail prices may vary by retailer.

- Potato Chips (14 SKUs)
- Jagabee (3 SKUs)

Calbee remains committed to delivering safe, reliable, and enjoyable products to its consumers, and asks for your understanding and continued support.

- End -

About the Calbee Group

Since 1949, we have embraced our corporate philosophy of “harnessing nature's gifts, bringing taste and fun, and contributing to healthy lifestyles.” As a company that provides essential goods, we place sustainability at the core of our management approach, creating the future of food by solving social issues through our corporate activities. (https://www.calbee.co.jp/en/)