

Meiji Co., Ltd.

October 16, 2024

**Hello Panda Biscuits Are a Hit Overseas!  
Hello Panda Pretzel Available in America from October as a New  
Product That Will Further Promote Business Growth  
– Investing nearly 4.1 billion yen in Meiji America to expand production  
and develop the business into our No. 1 global brand –**

Meiji Co., Ltd. (President and Representative Director: Katsunari Matsuda) is pleased to announce that Group company Meiji America Inc. (360 South Belmont Street, York, PA 17403, U.S.A.) launched a new product, Hello Panda Pretzel, under the Hello Panda brand, the most popular brand of Meiji Group confectionery products sold overseas. Hello Panda Pretzel is available from October 2024.

The Hello Panda brand of products we currently sell were launched in America in the 1990s, with production conducted in America since 2015. With sales channel expansion, sales in America have increased nearly three-fold\*<sup>1</sup> since 2017. To respond to growing demand, we are investing nearly US \$28 million (approx. ¥4.1 billion\*<sup>2</sup>) to increase production capacity for Hello Panda. By FY2026, we will aim to increase sales by roughly 50% compared to FY2023.



New product Hello Panda Pretzel




Some products from the Hello Panda Brand

**1. About the Hello Panda Brand**

Hello Panda is a biscuit filled with chocolate cream and features a panda illustration. Originating from Japan, this product was originally launched in 1987 under the product name “Konnichiwa Panda” (“Hello Panda” in Japanese). Today, sales are limited to overseas locations with Hello Panda products available in approximately 30 countries and regions, including America, Asia, Southeast Asia, the Middle East, and Europe as well as China, where we started production and sales in September 2024.

Hello Panda is a brand that has carved out its own growth trajectory overseas. In October 2024, the brand launched sales of Hello Panda Pretzel on the American market. Hello Panda Pretzel combines pretzel and chocolate cream to offer the sweet and salty flavor profile. Pretzels are very popular in America, where the pretzel market is estimated to be roughly 420 billion yen\*<sup>3</sup>.

[Hello Panda Production Sites]

Konichiwa Panda	Hello Panda			
Japan	Meiji Seika Singapore	PT Meiji Food Indonesia	Meiji America	Meiji Food (GuangZhou) Co., Ltd.
1987-1989	1991~	2001~	2015~	Sept. 2024~
 	 	 	 	 

\*The new product Hello Panda Pretzel will first be manufactured in Japan and exported to America as we will work to expand sales channels.

**2. Objective of Production Capacity Expansion**

Meiji's Confectionery business in America has achieved significant growth for its biscuit business thanks to consumers' appreciation of our commitment to quality and our reputation for safety and reliability. With expectations of continued growth for the biscuit market, Meiji is aiming to strengthen our production structure and expand sales areas towards further establishing Hello Panda as a global brand. We will leverage the biscuit manufacturing technology and knowhow we have cultivated in various countries to deliver our products to a greater number of customers. We are striving to offer the deliciousness and joy of our products to customers around the world.

Working under the Meiji Group 2026 Vision, we are aiming for the realization of medium and long-term increases in our corporate value. One of the core policies towards of this Vision is to establish growth foundations in overseas markets. By FY2026, we are aiming for overseas sales to represent 10% or more of total net sales. We will achieve this goal by strengthening our global production structure to help popularize products characterized by value unique to Meiji and offer high-value-added products.



[Meiji America exterior]

**3. Overview of upgraded production center**

- (1) Location  
Meiji America Santa Ana Plant
- (2) Product line being upgraded  
Hello Panda
- (3) Investment amount  
US \$28 million (approx. ¥4.1 billion<sup>\*2</sup>)

(4) Schedule (planned)

Planning to implement upgrades related to the above amount during FY2025

#### **4. About Meiji America**

(1) Operations

Confectionery manufacturing, sales, and sales of imported products

(2) Major products manufactured and sold

Hello Panda, Chocorooms, Yan Yan

■Reference URL

[https://www.meiji.co.jp/corporate/group/414\\_america.html](https://www.meiji.co.jp/corporate/group/414_america.html)

<https://meiji-america.com/>

\*1: Meiji research (FY2023 results, compared to FY2017)

\*2: US \$1 = JP ¥148.25 (as of October 9, 2024)

\*3: Euromonitor

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