

Calbee's Single-Serve Asian Style Chips Make Globally Inspired Snacking Easy

New 2.3oz Bags Encourage Flavor Exploration in Convenience Stores and Beyond

FAIRFIELD, CA, UNITED STATES, June 8, 2026 /EINPresswire.com/ -- As Asian flavors continue to capture the attention of American snackers, Calbee America is making those tastes even more accessible with new 2.3oz bags of its [Asian Style Chips](#). Inspired by iconic dishes from across Asia and now in a smaller format designed to lower the barrier to discovery, the lineup allows shoppers to explore bold flavors with confidence. The following varieties will be sold in the international aisle at mainstream retailers and convenience stores.

Calbee

Calbee, Inc. ("Calbee")



Calbee Asian Style Chips 2.3oz bags

- Umami Salt: Scallop, shiitake mushroom, and kombu extracts deliver rich savory depth with just a hint of salt – umami, the Japanese concept often described as the essence of

deliciousness.

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Doroty Reyes, senior marketing manager at Calbee America

- Thai-Style Yellow Curry: Aromatic spices, herbs, and a burst of zesty lime capture the bold, balanced flavors of the classic Thai dish.

- Chinese-Style Spicy Hot Pot: Szechuan pepper creates a tongue-tingling heat for a fiery, uniquely flavorful snack.

- Korean-Style Spicy BBQ: Smoky grilled flavor pairs with gochugaru chili pepper, soy sauce, garlic, sesame, and a touch of sweetness for a sweet-and-savory kick.

Reflecting the growing cultural exchange shaping today's snacking landscape, the chips are made from carefully selected potatoes and premium spices sourced directly

from Asia for a crisp texture and one-of-a-kind taste. Perfect for lunches, parties, and road trips, the snacks are also free of dairy, wheat, peanuts, and tree nuts, while the Thai-Style Yellow Curry and Chinese-Style Spicy Hot Pot varieties are also vegetarian.

“Americans are increasingly drawn to global flavors, with Gen Z and Millennials in particular turning to small, everyday snacking moments as a way to experience these adventurous tastes,” said Doroty Reyes, senior marketing manager at Calbee America. “With our new smaller bags of Asian Style Chips, we’re making it easier for shoppers to explore Asian cuisine in an accessible format that encourages trial.”

Produced at Calbee America’s state-of-the-art R&D Innovation Center in California, Asian Style Chips in 2.3oz bags are now available for retailers nationwide to carry, joining the brand’s existing 6oz lineup and providing flexibility across multiple merchandising formats.

About Calbee America, Inc.

Calbee is Japan’s largest snack company¹ with its U.S. division driving revenue growth. Since expanding from Japan in 1970, Calbee America has been committed to harvesting the power of nature and bringing taste and fun to people through snacks, from salty-umami and satisfying-veggie to crunchy-fruity. Visit CalbeeAmerica.com, HarvestSnaps.com, and Calbee.co.jp/EN/ for more information and follow [@calbeeusa](https://twitter.com/calbeeusa) and [@harvestsnaps](https://twitter.com/harvestsnaps) on social media.

¹ INTAGE Inc., SRI+, based on cumulative sales value nationwide, all retail formats, for the fiscal year ended March 31, 2024 (April 1, 2023, to March 31, 2024). Snack food market share: Total for Calbee, Inc., and Japan Frito-Lay Ltd.

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