

Calbee Launches Japanese-Style Tonkotsu Ramen Asian Style Chips

New On-Trend Umami-Forward Flavor Joins Popular Lineup Inspired by Iconic Asian Dishes

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As ramen continues to gain popularity
across the U.S., [Calbee America](#) is



Calbee, Inc. ("Calbee")

bringing the flavors of one of Japan's most quintessential dishes to the snack aisle with new Japanese-Style Tonkotsu Ramen [Asian Style Chips](#). Building on the momentum of its Asian Style Chips line, the new product offers a bold and crunchy take on tonkotsu ramen while drawing on

Calbee's Japanese roots and expertise in creating distinctive, globally inspired snacks.

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With a flavor inspired by one of Japan's most iconic dishes, our new Japanese-Style Tonkotsu Ramen Asian Style Chips bring a taste of Calbee's home country to consumers in a fun and approachable way.”

*Doroty Reyes, senior
marketing manager at Calbee
America, Inc.*

Crafted with carefully selected potatoes and seasoned with specialty spices sourced directly from Asia, these light and crispy potato chips come to life with the rich and savory taste of pork broth, aromatic garlic, and deep umami in every bite. Calbee's multi-dimensional seasoning technology creates a true-to-tonkotsu experience.

“Our Asian Style Chips line was created to spark curiosity for exploring global flavors,” said Doroty Reyes, senior marketing manager at Calbee America, Inc. “These Japanese-Style Tonkotsu Ramen chips continue that

journey and expand the collection with a flavor inspired by one of Japan's most iconic dishes, bringing a taste of Calbee's home country to consumers in a fun and approachable way.”

Following its successful 2024 launch, the Asian Style Chips lineup includes Umami Salt, Thai-Style Yellow Curry, Chinese-Style Spicy Hot Pot, and Korean-Style Spicy BBQ, available at Five Below and Gelson's stores. The chips are great for pairing with sandwiches, serving at parties, or simply enjoying straight out of the bag.

Calbee Japanese-Style Tonkotsu Ramen Asian Style Chips are now available for retailers

nationwide to carry in 2.3oz and 6oz bags.

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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Tonkotsu Ramen Asian Style Chips

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