

## Feature New Food Ideas for Changing Times



Mitsubishi Shokuhin

### New Items Added to “Taberu o kaeru Karada Shift” Healthy Food Brand

Mitsubishi Shokuhin (MS), conscious of its responsibility to contribute to society through its food products, established the Taberu o kaeru Karada Shift master brand of healthy foods in September 2017. With the government urging the Japanese people to stay healthier for longer through improvements to their diet, we are moving to an age in which, shifting the emphasis from cure to prevention in terms of lifestyle-related illnesses, individuals will manage their health by themselves. On the premise of “Tasty = Sustainable,” the company offers a richly varied lineup of 61 food products that embrace the themes of Carbohydrate Control and Protein. This year the company has added 13 new items, both frozen and non-refrigerated, to its Carbohydrate Control series.



The widely available Karada Shift brand of healthy food products, comprising the Carbohydrate Control and the Protein series, has 61 items in its lineup.

For more information about the Mitsubishi companies, see “mitsubishi.com”

■ <https://www.mitsubishi.com/en/>



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