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EZAKI GLICO USA CELEBRATES ANOTHER YEAR OF INNOVATIONS

Company showcases new flavors and technology at the 2017 Sweets & Snacks Expo

Irvine, Calif. (May 15, 2017) – Since 1922, Glico has been creating products and experiences that bring smiles to people around the globe, and this year is no exception. Ezaki Glico USA Corporation will be showcasing Pocky Almond Crush and its new Pejoy Mixed Berry flavor at this year’s Sweets & Snacks Expo, as well as a new Pocky [product locator](#) that is making a growing fan base of USA consumers even happier.

“We love to surprise and delight our customers with unique, new flavors because their enthusiasm for our products is contagious,” said Akitoshi Oku, President, Ezaki Glico USA. “Thanks to their passion, Pocky’s popularity has grown exponentially in the United States, with no signs of slowing down. The product locator was introduced to meet increasing demand from consumers wanting to know where to purchase Pocky, and it’s already getting a lot of traffic.”

2017 Innovations

Pocky offers the perfect balance of high-quality, creamy chocolate and the crunch of a thin biscuit stick. Its non-messy “handle” and portable packaging allows for easy on-the-go snacking anytime, anywhere. New to be sampled at the Expo in 2017, Pocky Almond Crush is a biscuit stick covered in milk chocolate and roasted California almond bits. It’s the perfect addition to a flavor lineup that also includes Pocky Chocolate, Pocky Cookies & Cream, Pocky Matcha, Pocky Strawberry, and Pocky Chocolate Banana.

Pocky’s [product locator](#) website feature was recently added to make it easier than ever for fans to search for the product by city, zip code, or any one of their six favorite flavors. The product locator is easy to find online at www.pocky.com and is mobile friendly and ideal for anyone on-the-go. Since its March 2017 debut, the product locator has conducted more than 12,000 searches by consumers wanting to track down and satisfy their Pocky cravings.

Like Pocky, Pejoy is ideal for on-the-go snacking. Pejoy are crispy cookie biscuit shells filled with rich, cream that is tucked safely inside for no-mess enjoyment. The newest flavor, Pejoy Mixed Berry, debuted in April and joins a lineup that also includes Pejoy Chocolate, Pejoy Cookies & Cream and Pejoy Matcha.

About Ezaki Glico

Ezaki Glico has been manufacturing innovative, high-quality products since its foundation in Japan in 1922, when the company introduced its first product, a nutritious Glico caramel. Glico believes that good food can brighten lives and create a more cheerful world by promoting a happy and healthy state of mind. Knowing that food can bring communities together, strengthen relationships and warm hearts, the company is committed to creating products and experiences that spur smiles around the world. As a result, the company has grown to nearly 5,000 employees in 30 business centers around the world, including Ezaki Glico USA Corporation, which was established in 2003.

For more information, about visit www.glicousa.com, or stop by the Ezaki Glico USA booth (#2479) at the Sweets & Snacks Expo.

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