

April 30, 2025

Each Piece Encapsulates the Gentle Essence of Rice
and a Vision for the Future of Our Planet

Glico Develops “Rice Soft Candy” Using Rice-Derived Ingredients

To Be Distributed Exclusively inside “EARTH MART”
at Expo 2025 Osaka, Kansai from the End of May

Ezaki Glico Co., Ltd. is a Silver Partner of the Expo’s Signature Pavilion “EARTH MART” at Expo 2025 Osaka, Kansai. Under the pavilion’s theme, “Thinking about the lives through eating”, Glico has developed “Rice soft candy” by applying the soft-candy-making technology it has cultivated since its founding—using rice, Japan’s staple food, as the key ingredient. “Rice soft candy” will be offered free of charge to pavilion visitors exclusively within “EARTH MART”, starting from the End of May. The Glico Group will continue to share the value of Japanese food culture with the world and offer new ideas that contribute to “Healthier days, Wellbeing for life”.



Rice flour and rice



Rice soft candy

< Background of Development >

The Glico Group upholds its Purpose of “Healthier days, Wellbeing for life”, and has continued to provide ‘Great Taste and Good Health’ for people to live satisfying lives through the creative development of high-quality ingredients.

As part of its partnership with the Signature Pavilion “EARTH MART” at Expo 2025 Osaka, Kansai—and under the pavilion’s theme, “Thinking about the lives through eating”—Glico collaborated with “EARTH MART” to explore a new confectionery concept. This initiative was inspired by two guiding ideas: to *create an opportunity*

where people around the world could discover the rich potential of Japanese food culture, carefully nurtured and passed down through generations; and to create sweets that bring happiness and contribute to a bright future for children. Glico selected “rice (rice flour)”, the first item listed in “EARTH FOODS 25”^{*1} and an ingredient deeply familiar to the Japanese people, as the key ingredient and carried out product development in-house.

< “Rice soft candy” made by weaving together rice-derived ingredients >

●Key Features of Rice Soft Candy:

①Carefully selected, simple ingredients

The product is made using rice-derived ingredients—rice syrup, rice flour, rice protein, and rice bran oil—along with sugar. Drawing on its expertise and manufacturing technology cultivated since its founding, Glico carefully selected ingredients to bring out the full flavor of rice. No dairy-derived ingredients or additives are used, allowing the candy to focus purely on the natural goodness of rice through a simple formulation.^{*2}

②Flavor that brings out the appeal of rice

“Rice soft candy” features a simple yet delicately unfolding flavor. By experiencing the unique taste and texture of each rice-derived ingredient, we hope it offers an opportunity to discover the new appeal and potential of rice.

- Rice Syrup : It is said to be a traditional Japanese sweetener, creating a rich, gentle sweetness and a unique texture.
- Rice Flour : Rice that has been finely crushed and turned into powder. Adds a subtle flavor of rice.
- Rice Protein : Rice-derived protein, anticipated as a new plant-based protein. It imparts fragrance and helps maintain the shape of the soft candy.
- Rice Bran Oil: A flavorful oil made from rice bran. It helps balance the smoothness and stickiness of the texture.

●Distribution Start Date: End of May 2025

●Distribution Location: Inside the Signature Pavilion “EARTH MART” at Expo 2025 Osaka, Kansai

^{*1} “EARTH FOODS 25” is a list created by “EARTH MART” to share Japanese food with the world in order to improve the future of food globally

^{*2} This product is manufactured on the same production line as products containing milk and wheat.

< EARTH MART “Thinking about the lives through eating.”

(Theme Producer: Mr. KOYAMA Kundo) >

“EARTH MART” is an imaginary supermarket where visitors can explore the cycle of food and life while discovering hints for a better future. Through exciting, shopping-like experiences, visitors are encouraged to reset what they’ve long considered “normal” and engage with new ways of eating. The space is filled with interactive moments that invite reflection on food traditions, culture, social issues, and technology, viewed with a neutral perspective. It’s a journey that celebrates the joy of eating while uncovering insights into how we can carry the essence of life into the next era.



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● Message from the theme producer, Mr. KOYAMA Kundo

This “Rice soft candy”, created through the collaboration between EARTH MART and Ezaki Glico, is filled with the joy and appreciation for nature that reflect the deep connection Japanese people have with rice. I hope that as you slowly savor each piece, you will sense the story behind it and once again enjoy the gentle flavor that only rice can offer. It is my sincere hope that this candy brings a heartwarming moment to all who try it.



●The Glico Group and the Glico nutritious candy (caramel)

The Glico Group was established in 1922 with the launch of the Glico nutritious candy (caramel), developed by its founder, Mr. Ri-ichi Ezaki, who succeeded in extracting glycogen from oyster broth. The product was born from his desire to contribute to the healthy growth of children at a time when nutritional conditions in society were still limited. Since then, Glico has remained committed to its founding spirit of providing 'Great Taste and Good Health', producing long-standing products such as "Almond Glico", made with nutrient-rich almonds which were once a rare ingredient in Japan, and "Bisco", a cream sandwich biscuit containing lactic acid bacteria. The Glico Group will continue to take on challenges in the future by further evolving its commitment to health, which has remained unchanged since its founding.



(Left) "Glico" at the time of its launch in 1922

(Right) "Glico" currently available on the market

•History of Glico Nutritious Candy

(Glico Group's 100years History Release Commemorative Website):

https://www.glico.com/global/100th_history_contents/highlight/product/001.html

•Glico Official Website for the Expo2025:<https://www.glico.com/global/expo2025/>