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# THE OTSUKA WHATS & WHOS

*Otsuka  
people creating  
new products  
for better health  
worldwide*

## Daiya, North America's Leading Maker of Plant-Based Comfort Foods



Daiya Foods was founded in Vancouver, Canada in 2008 with a simple belief that plant-based living was better for people's health, better for the planet and better for animal welfare.

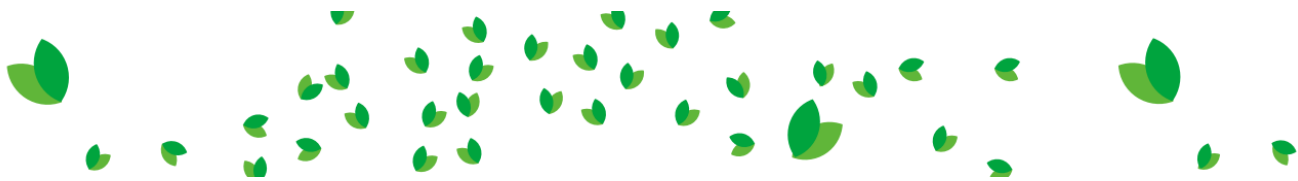
It all started with the founders, Greg Blake and Andre Kroecher, trying to make plant-based cheese at home in the kitchen with a blender and a pot on the stove. Their perseverance paid off and Daiya Cheddar Style & Mozzarella Style Shreds debuted in 2009 at the Natural Products Expo West. Consumers raved and plant-based dairy innovation changed forever.



Today, Daiya is best known for its delicious plant-based cheese alternatives that melt and stretch like dairy-based cheese.

Daiya understands the social needs and craveability of these foods. Every Daiya product is plant-based, dairy-free, soy-free, gluten-free offering options for those with allergies or are looking to make small changes towards a plant-based diet.





Over the years, Daiya has expanded its line of craveable foods to meet a growing global demand for plant-based alternatives. They now offer products across multiple categories for every eating occasion at more than 25,000 stores in North America.

Daiya's line of premium plant-based foods include Burritos, Frozen Dessert Bars, Coconut Yogurt Alternatives, Pizzas, Cheezecakes, Cream Cheeze Style Spreads, Dressings, Cheezy Mac, Cheeze Sauce & wonderful cheese alternatives including Blocks, Shreds, Slices and Cheeze Sticks.

Daiya is innovative, compassionate and they love food. And they feel like they are just getting started!



Now with a much larger team and passionate management, their dairy-alternative innovation accelerates as marked by their recent announcement of the highly anticipated launch of its signature products in the United Kingdom, following international success in Australia, Sweden, Mexico, Hong Kong, and more.

Otsuka welcomed the addition of Daiya to its group of companies in 2017, hoping for a passionate synergy in commitment to people's healthier everyday all across the globe. Terry Tierney, Daiya CEO anticipates "Daiya has always had the vision of building a leading global plant-based food brand. We are excited to partner with Otsuka to help realize this vision."

