

Press Release

January 29, 2026
Calbee, Inc.

Calbee to Serve as Exclusive Distributor of Perfetti Van Melle Products in Japan

- *Calbee to sell Frisk, Mentos and Chupa Chups in Japan from November 2026*



Tokyo - Calbee, Inc. ("Calbee") announced today that it has entered into a definitive agreement to serve as the exclusive distributor for Perfetti Van Melle in Japan from November 2026. Under this agreement, Calbee will manage the sales and logistics operations of Perfetti Van Melle products, including *Frisk*, *Mentos*, and *Chupa Chups*, which have long been beloved in the Japanese market.

Calbee is currently focused on strengthening its domestic core business as part of its three-year "Change 2025" plan. Through this agreement, Calbee aims to provide new value for its consumers that goes beyond its existing domestic business, supporting its efforts to improve the profitability of its operations in Japan.

Until now, Calbee has distributed its own brands and those of subsidiaries such as Japan Frito-Lay. This strategic partnership will enable Calbee to add Perfetti Van Melle's popular brands to its product portfolio, broadening the value it offers, increasing consumer touchpoints, and delivering a richer overall consumer experience.

In turn, Perfetti Van Melle positions itself to further drive the growth of its own-brand products by leveraging Calbee's strong sales force, diverse sales channels, and extensive logistics network in Japan.

Perfetti Van Melle will continue to oversee brand management and marketing strategy in Japan.

More information on Perfetti Van Melle Japan Services K.K. is available here:

<https://www.perfettivanmelle.jp/>

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About the Calbee Group

Since 1949, we have embraced our corporate philosophy of "harnessing nature's gifts, bringing taste and fun, and contributing to healthy lifestyles." As a company that provides essential goods, we place sustainability at the core of our management approach, creating the future of food by solving social issues through our corporate activities. (<https://www.calbee.co.jp/en/>).

About Perfetti Van Melle

Perfetti Van Melle (PVM) is a privately owned company that manufactures and distributes confectionery and chewing gum in more than 140 countries. PVM is a global leader in the confectionery industry, thanks to delighting consumers around the world with its innovative, diverse and most loved products. The company boasts a diverse portfolio of iconic local and internationally recognized brands cherished by generations such as Mentos, Chupa Chups, Alpenliebe, Airheads, Center, Fruit-tella, Big Babol, Vivident, Golia, Vigorsol, Smint and Frisk. In addition, Trident, Hollywood, Dentyne, Stimorol, V6 and Bubblicious in the United States, Canada, and Europe.

In 2024 Perfetti Van Melle Group reported net sales of over € 4 billion.