

Calbee Launches Multilayer Corn Snack POP LAYERS in Thailand

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Leveraging product and production expertise developed in Indonesia



Calbee, Inc. (Calbee) announced the launch of POP LAYERS in Thailand, beginning in October 2026. POP LAYERS is a new multilayer corn snack developed as a strategic brand for Calbee's Asia and Oceania Region. The initial lineup features Salt, Cheese, and BBQ flavors.

Thailand was selected as the brand's first market due to the steady growth of its savory snack category, with fabricated snacks gaining in popularity. Designed primarily for younger consumers interested in new products and trends, POP LAYERS offers a distinctive snacking experience through its multilayer structure.

The new products will initially be available at 7-Eleven stores nationwide. BBQ will be sold exclusively at 7-Eleven, while Salt and Cheese will expand sequentially to additional retail channels approximately one month after launch.

The launch supports the Calbee Group's growth strategy, "Accelerate the Future," under which its overseas business is positioned as a key driver of growth through 2035. In the Asia and Oceania Region, the Group is leveraging products, technologies, and production infrastructure developed across its markets to create new opportunities. Going forward, Calbee plans to expand POP LAYERS across the region and broaden consumer reach.

POP LAYERS builds on the product development and production expertise behind GuriBee, a multilayer corn snack sold in Indonesia. GuriBee is manufactured by PT. Calbee-Wings Food, Calbee's joint venture with the Wings Group in Indonesia since 2021. Its light, crispy texture and distinctive multilayer crunch have resonated with consumers, driving demand. PT. Calbee-Wings Food has since expanded its GuriBee production capacity, enabling broader distribution in Indonesia and overseas. Drawing on the product expertise and market insights gained through GuriBee, Calbee developed POP LAYERS for the broader Asia and Oceania Region.

"Calbee has traditionally expanded its global business by bringing well-loved brands from Japan to overseas markets," said Teiichiro Morioka, Managing Executive Officer, President of Asia and Oceania Region. "POP LAYERS is a new brand originating in Indonesia, developed to reach more consumers around the world. Beginning with Thailand, we aim to drive further growth overseas and strengthen our global business foundation."