

Sales of Yakult Plus to Start in Germany and Austria

Yakult Honsha Co., Ltd. (President: Takashige Negishi) today announced that Yakult Europe B.V., its wholly owned subsidiary, would launch Yakult Plus, a high value-added fermented milk drink, in Germany and Austria on September 9.

With the addition of dietary fiber, Yakult Plus offers increased added value and also has a whole new taste with a yogurt flavor being added to the original Yakult flavor.

Furthermore, Yakult Plus uses sweeteners including stevia instead of sugar to meet customer requirements for low sugar, low calorie products, and this has resulted in about a 30% reduction in calories compared with regular Yakult.

Yakult Europe will produce Yakult Plus and its wholly owned subsidiaries Yakult Deutschland GmbH and Yakult Österreich GmbH will sell the product through retail stores in the two countries.

Currently Yakult and Yakult Light are sold through retail stores in Europe.

By introducing Yakult Plus, the Yakult Group aims to popularize the Yakult brand among as many customers as possible and further expand sales of its products.

The outline of the Yakult Plus sales plan in Germany and Austria is as follows:



1. Product name: Yakult Plus
2. Size/Package: 65 ml bottles; 5 and 15 bottle packages
(The 15 bottle package will be available only in Germany)
3. Commencement of sales: September 9, 2013
4. Sales Area: Germany and Austria
5. Sales Channel: Store sales primarily through supermarkets and other retail stores
6. Sales Target: 35,537 bottles per day (daily average sales over the period from September through December 2013)

[Reference] Profile of Yakult Europe B.V.

Company Name: Yakult Europe B.V.
Foundation: March 18, 1996
Location: Almere, the Netherlands
President: Hiroshi Suzuki
Number of employees: 123