

Jan 2014

Sales of Sofyl Light to Start in Brazil

Yakult Honsha Co., Ltd. (President: Takashige Negishi) announced today that its subsidiary, Yakult S/A Ind. E. Com. ("Yakult Brazil"), will start selling Sofyl Light, a low-calorie version of Sofyl fermented milk, on January 13, 2014.

In 1968, Yakult Brazil started production and distribution of the Yakult fermented milk drink in Sao Paulo. Since then, the company has been promoting the health effects of Yakult in the country and has been registering robust sales growth. In addition to Yakult, the company currently offers dairy products including Yakult 40, which has a higher bacterial count, and Sofyl fermented milk (in vanilla, strawberry and muscat grape flavors), selling approximately 1.9 million bottles (cups) of products per day across the country.

Recent years have witnessed an increased awareness regarding health among the people of Brazil and the demand for low-calorie products has been growing. In response to this trend, Sofyl Light uses maltitol and sucralose as the sweetener instead of sugar, cutting the calorie count by 44% compared with the existing Sofyl Vanilla.

The sales plan for Sofyl Light in Brazil is as follows:



1. Product name: Sofyl Light
2. Container and content: 110 g paper cup
3. Suggested retail price: 1.55 real (approx. 69 yen) per cup at retail stores; 1.30 real (approx. 58 yen) through the home delivery channel
4. Commencement of sales: January 13, 2014
5. Sales area: The state of Sao Paulo and major cities
6. Sales channels: Home delivery by Yakult Ladies and sales through retail stores including supermarkets
7. Sales target: 44,270 cups per day* (145% compared with a year earlier)
*Total for the four types of Sofyl products; in terms of daily average for the period from January to December 2014

[Reference] Profile of Yakult Brazil

Company name: Yakult S/A Ind. E. Com.

Start of operations: October 1, 1968

Location: Sao Paulo, Brazil

President: Ichiro Amano

Employees: 2,467