

## Yakult Mexico to Start Selling *Yakult Muscat Flavor*

**Tokyo, September 1, 2025** - Yakult Honsha Co., Ltd. (President: Hiroshi Narita) today announced that its overseas subsidiary, Yakult S.A. de C.V. ("Yakult Mexico") will begin selling *Yakult Muscat Flavor* starting on September 1, 2025.

Yakult Mexico aims to have more customers pick up Yakult products by incorporating the popular muscat flavor into the lineup. It also seeks to broadly communicate the value of Yakult's proprietary bacterium, *Lactobacillus casei* strain Shirota, and promote sustained growth in the overall sales of Yakult products.

1. Product name: *Yakult Muscat Flavor* (English name)
2. Size and package: Packages of five 80-ml bottles
3. Suggested retail price: (1) Home delivery: 7.1 pesos (56.23 yen) per bottle  
(2) Stores: 38.5 pesos (304.92 yen) per package of five bottles  
(Exchange rate as of the end of July 2025: 1 peso = 7.92 yen)
4. Start of sales: (1) Home delivery: October 1, 2025  
(2) Direct sales: September 1, 2025
5. Sales channel: (1) Home delivery by Yakult Ladies  
(2) Retail stores including supermarkets and minimarkets
6. Sales target: 363,000 bottles per day  
(daily average sales from September through December 2025)



## [References]

### 1. Profile of Yakult S.A. de C.V.

- (1) Company Name: Yakult S.A. de C.V.
- (2) Paid-in capital: 64,000 pesos
- (3) Location: Mexico City, United Mexican States
- (4) Representative: Isao Yoshimuta
- (5) Established: March 1980
- (6) Start of operations: October 1981
- (7) Number of employees: 4,089 (as of the end of March 2025)
- (8) Sales performance: 3,957,000 bottles per day  
(average for the January–December 2024 period)

### 2. Profile of United Mexican States

- (1) Population: Approx. 130 million people
- (2) Area: Approx. 1.96 million square kilometers (about five times the size of Japan)
- (3) Capital: Mexico City
- (4) Currency: 1 peso = 7.92 yen (as of end of July 2025)

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