

Yakult Singapore to Start Selling *Y1000 Toshitsu Off*

Tokyo, September 18, 2025 - Yakult Honsha Co., Ltd. (President: Hiroshi Narita) today announced that its overseas subsidiary Yakult (Singapore) Pte. Ltd. (hereinafter “Yakult Singapore”) will start selling the probiotic lactic acid bacteria beverage *Y1000 Toshitsu Off* on October 1, 2025.

Y1000 Toshitsu Off, released for sales in retail stores in Japan in April 2025, is a probiotic lactic acid bacteria beverage that contains the highest concentration of *Lacticaseibacillus paracasei* strain Shirota in Yakult’s history (1 billion CFUs per ml, or 110 billion CFUs per bottle). The new product, *Y1000 Toshitsu Off*, contains 32% fewer calories and 44% less sugar than the original *Y1000*. It is classified as a Food with Function Claims containing *Lacticaseibacillus paracasei* strain Shirota, which has been shown to relieve stress and improve sleep quality under conditions of temporary mental stress.

In Singapore, increasing stress levels and sleep disorders among people have been recognized as social challenges. Such trends, along with the implementation of NUTRI-GRADE (a labeling regulation that aims to control people’s sugar intake), have been raising public awareness of the sugar content in food and beverage products.

By exporting *Y1000 Toshitsu Off* from Japan and selling the reduced sugar product in Singapore, Yakult Honsha seeks to meet the health needs of local markets and customers.

1. Product name: *Y1000 Toshitsu Off*
2. Size and package: 110 ml per bottle
3. Suggested retail price: 3.5 SGD/bottle (400.9 JPY)
(Exchange rate as of the end of August 2025: 1 SGD = 114.55 JPY)
4. Start of sales: October 1, 2025
5. Sales channel: Retail stores including supermarkets
6. Sales target: 700 bottles per day (daily average sales from October 2025 to September 2026)
7. Others: Classified as NUTRI-GRADE C

[References]

1. Product description



Y1000 Toshitsu Off

2. Profile of Yakult (Singapore) Pte. Ltd.

- (1) Company name: Yakult (Singapore) Pte. Ltd.
- (2) Capital: 12 million SGD
(wholly owned subsidiary of Yakult Honsha)
- (3) Representative: Masaaki Sunami
- (4) Established: August 1978
- (5) Start of operations: July 1979
- (6) Number of employees: 160 (as of the end of December 2024)
- (7) Sales performance: 197,000 bottles per day
(average for the January–March 2025 period)