

## Hong Kong Yakult to Start Selling *Yakult Muscat Flavor*

**TOKYO, December 8, 2025** - Yakult Honsha Co., Ltd. (President: Hiroshi Narita) today announced that its overseas subsidiary Hong Kong Yakult Co., Ltd. will start selling the probiotic lactic acid bacteria beverage *Yakult Muscat Flavor* starting on January 20, 2026.

*Yakult Muscat Flavor*, released for sales in Yakult (China) Corporation and Guangzhou Yakult Co., Ltd. in April 2025, contains calcium and vitamin D in addition to 10 billion units of Yakult's proprietary *Lactocaseibacillus paracasei* strain Shirota, and has been well received by customers.

By sourcing *Yakult Muscat Flavor* from Guangzhou Yakult for sales in Hong Kong, the Company aims to attract the interest of more customers in Hong Kong and create opportunities for them to try the product. At the same time, the Company aims to increase the sales of Yakult products overall with the launch of the new flavor.

1. Product name: *Yakult Muscat Flavor*
2. Size and package: Packages of five 100 ml bottles
3. Suggested retail price: 16.5 HKD (around 327.2 JPY) per package  
(Exchange rate as of the end of October 2025: 1 HKD = 19.83 JPY)
4. Start of sales: January 20, 2026
5. Sales channel: Retail stores including supermarkets
6. Sales target: 12,000 bottles per day (daily average sales from January to December 2026)



[Reference]

1. Profile of Hong Kong Yakult Co., Ltd.

(1) Company Name: Hong Kong Yakult Co., Ltd.

(2) Capital: 8 million HKD (approx. 160 million JPY)

(3) Representative: Junichi Shimada

(4) Established: July 1966

(5) Start of operations: June 1969

(6) Number of employees: 170 (as of the end of December 2024)

(7) Sales performance: 306,000 bottles per day (average for the January–December 2024 period)