

Yakult Brazil to Start Selling *Yakult Strawberry Flavor*

Tokyo, July 31, 2026 - Yakult Honsha Co., Ltd. (President: Hiroshi Narita) today announced that its overseas subsidiary Yakult S/A Ind. E Com. (hereinafter “Yakult Brazil”) will begin selling *Yakult Strawberry Flavor* on August 1, 2026.

Yakult Brazil has seen strong sales of *Yakult Peach Flavor* released in September 2025. By incorporating the popular *Strawberry Flavor* to the lineup, it aims to have more customers pick up Yakult products, while seeking to broadly communicate the value of *Lactocaseibacillus paracasei* strain Shirota and promote sustained growth in the overall sales of Yakult products.

1. Product name: *Yakult Strawberry Flavor*
2. Size and package: Packages of six 80-g bottles
3. Suggested retail price: (1) Home delivery: BRL 1.65 (JPY 51.79) per bottle
(2) Stores: BRL 2.17 (JPY 68.11) per bottle
(Exchange rate as of the end of June 2026: 1 BRL = 31.39 JPY)
4. Start of sales: (1) Home Delivery: August 1, 2026
(2) Retail Stores: August 3, 2026
5. Sales channel: (1) Home delivery by Yakult Ladies
(2) Retail stores including supermarkets and minimarkets
6. Sales target: 140,000 bottles per day
(daily average sales from August–December 2026)



[References]

1. Profile of Yakult S/A Ind. E Com.
 - (1) Company name: Yakult S/A Ind. E Com.
 - (2) Capital: BRL 253.35 million
 - (3) Location: Sao Paulo, Brazil
 - (4) Representative: Atsushi Nemoto
 - (5) Established: July 1966
 - (6) Start of operations: October 1968
 - (7) Number of employees: 1,991 (as of the end of March 2026)
 - (8) Sales performance: 1,342,000 bottles per day
(average for the January–December 2025 period)

2. Profile of Federative Republic of Brazil
 - (1) Population: Approx. 220 million
 - (2) Area: Approx. 8.51 million km² (about 22 times the size of Japan)
 - (3) Capital: Brasilia
 - (4) Currency: 1 BRL = 31.39 JPY (as of the end of June 2026)