

July 2015

Sales of Sofúl LT (Drink Type) Start in Mexico

Yakult Honsha Co., Ltd. (President: Takashige Negishi) today announced that its subsidiary Yakult S.A. De C.V. (Mexico) would start sales of Sofúl LT, a drink-type yogurt with reduced calories, on August 3.

In recent years, there has been growing awareness regarding health among the people of Mexico, and low-sugar, low-fat products are becoming popular. In response to this trend, following the introduction of Sofúl LT hard-type yogurt in May 2013, the company will replace all Sofúl drink-type products with Sofúl LT, which has more than 30% fewer calories than the current version.

The sales plan for Sofúl LT (drink type) in Mexico is as follows:



1. Product name: Sofúl LT (drink type)
2. Product variety: 3 types (natural, strawberry and mango flavors)
3. Content: Natural 208 g; Strawberry and Mango 209 g
4. Suggested retail price: 6.00 peso (approx.47 yen) per bottle
5. Commencement of sales: August 3, 2015
6. Sales area: The metropolitan area of Mexico City and major regional cities
7. Sales channels: Home delivery by Yakult Ladies and sales through retail stores including supermarkets
8. Sales target: 140,000 bottles per day (daily average for the period of August to December 2015)

[Reference]

Profile of Yakult Mexico

Company name: Yakult S.A. De C.V. (Mexico)
Established: October 1981
Location: Mexico City, Mexico
President: Toru Ogawa
Employees: 3,170 (as of the end of June 2015)

Overview of Sofúl LT (hard type)

Product name: Sofúl LT (hard type)
Product variety: 4 types (natural, strawberry, apple and mango flavors)
Content: Natural 105 g; Strawberry, Apple and Mango 106 g
Container: Paper cup
Suggested retail price: 5.60 peso (approx.44 yen) per cup
Sales area: The metropolitan area of Mexico City and major regional cities
Sales channels: Home delivery by Yakult Ladies and sales through retail stores including supermarkets