

October 2015

Guangzhou Yakult Starts Sales of Yakult Light

Yakult Honsha Co., Ltd. (President: Takashige Negishi) today announced that Guangzhou Yakult Co., Ltd. will start selling Yakult Light, a low-calorie, low-sugar version of the Yakult fermented milk drink, from October 15.

In recent years, the people of China have witnessed changes in eating habits and have become more health conscious, and low-calorie versions of beverages have been gaining popularity.

Against this backdrop, Guangzhou Yakult will introduce Yakult Light, which has about 40% less calories compared to regular Yakult, with the aim of expanding the market.

The outline of the Yakult Light sales plan by Guangzhou Yakult is as follows:



1. Product name: Yakult Light
2. Size/Package: 100 ml bottle; 5 bottle packages
3. Suggested retail price: 11.7 yuan (approx. 220 yen) per package
4. Commencement of sales: October 15, 2015
5. Sales Area: Guangdong and Hainan provinces
6. Sales Channel: Initially home delivery by Yakult Ladies and eventually store sales through supermarkets and other retail stores
7. Sales target (daily average): 40,000 bottles/day from October to December 2015
280,000 bottles/day from January to December 2016

[Reference]

Profile of Guangzhou Yakult Co., Ltd.

- Name: Guangzhou Yakult Co., Ltd.
Start of operations: June 2002
Head Office: Tianhe District, Guangzhou, Guangdong Province, People's Republic of China
Representative: Tomoyasu Muto
Employees: 1,067 (as of the end of August 2015)