

Notice concerning Launch of Probiotic Yogurts, "Meiji Probio Yogurt R-1" and "Meiji Probio Yogurt LG21" in China

- Contributing to Healthy Dietary Lifestyles in China -

Meiji Co., Ltd. (President and Representative Director: Katsunari Matsuda) announces that it will launch Japan's No. 1-selling¹ yogurt drink "Meiji Probio Yogurt R-1" and "Meiji Probio Yogurt LG21" mainly in the region of East China (Shanghai, Jiangsu Province, Zhejiang Province, and Anhui Province) from its group company Meiji Dairies (Suzhou) Co., Ltd. (Suzhou, Jiangsu Province, China) on April 1, 2021.

1. INTAGE SRI yogurt drink market sales from January 1, 2020 to December 31, 2020

Throughout its 100-year history, Meiji has remained focused on "Food and Health" of its customers. Within that history, it has also been committed to research on lactic acid bacteria. As the result of over 70 years of such lactic acid bacteria research, Meiji currently has its repository of over 6,000 different types of lactic acid bacteria and numerous international articles and international patents.

Starting with the launch of "Meiji Probio Yogurt LG21" in 2000, "Meiji Probio Yogurt," the crystallization of this lactic acid bacteria research, has created a new dietary culture of selecting yogurt based on the advantages of lactic acid bacteria in Japan, thereby contributing to the creation of the probiotic yogurt market. After this, "Meiji Probio Yogurt R-1," launched in 2009, gained support from a broad range of customers, and has grown to be the No. 1-selling product in Japan's yogurt drink market, making "Meiji Probio Yogurt" one of Japan's most prominent yogurt brands.

In recent years, the yogurt market in China as well has experienced rapid expansion due to a rise in health-consciousness. In this context, attention has also been drawn to lactic acid bacteria. In response to this change, Meiji has decided to begin selling "Meiji Probio Yogurt" in China.

With the slogan "Creating a New Philosophy for Yogurt," Meiji will propose the culture of selecting yogurt based on the advantages of lactic acid bacteria in China, thereby cultivating a probiotic yogurt market and continuing to contribute to the healthy dietary lifestyles of Chinese customers.



"Meiji Probio Yogurt R-1" and "Meiji Probio Yogurt LG21"

(Product packages for Chinese launches)

[Product Overview]

Product Name (Chinese)	Meiji Probio Yogurt R-1 (明治佰乐益优 R-1 风味酸乳)	Meiji Probio Yogurt LG21 (明治佰乐益优 LG21 风味发酵乳)
Net Content	180g	
Price (tax included)	RMB 12 (JPY approx. 200 ²)	
Main Sales Channels	Shops such as supermarkets, convenience stores, and department stores, as well as online shopping sites such as TMALL and JD.com	

2. RMB 1 equates to JPY 16.7 (as of March 23, 2021)

[Reference]

Efforts in Japan to Reduce Weight of Plastic Bottles for "Meiji Probio Yogurt" Drinks, Etc.

Meiji is reducing its plastic usage amount by sequentially changing the weight of the plastic bottle containers for the "Meiji Probio Yogurt R-1/LG21/PA-3" drinks and for "Meiji Skincare Yogurt Suhada no Mikata" from the original product launch weight³ of 13g to 8.7g.

Note that Meiji has been endeavoring to reduce the weight of its plastic bottles for some time, cutting its plastic usage by a total of approximately 1,660 tons in the five years from FY2013 to FY2017.

3. 2002, when the "Meiji Probio Yogurt LG21" drink was launched



Plastic bottle weight: from 13g to 8.7g
(33% reduction in weight compared to original launch)