

July 2, 2019

Kaneka Corporation

### Kaneka Launching "Belgian Yogurt Pur Natur"

- Available from August 1st in 2 flavors: "Plain with No added sugar" and "Blueberry" -

Kaneka Corporation (Headquarters: Minato-ku, Tokyo; President: Mamoru Kadokura) will launch "Belgian Yogurt™ Pur Natur Plain with No added sugar" and "Belgian Yogurt™ Pur Natur Blueberry", made with Belgian traditional manufacturing method, on August 1st. The products will be sold through its affiliate food sales company, Kaneka Shokuhin Co., Ltd. (Headquarters: Shinjuku-ku, Tokyo; President: Genichiro Kocho) at bakeries, mass retail stores, convenience stores, and general retail stores in Japan.

"Belgian Yogurt Pur Natur" offers a natural sweetness and a slight sourness of raw milk, as well as a unique smooth texture produced by the two-step fermentation process that is based on the traditional manufacturing method of a Belgian company Pur Natur Invest BVBA, our technical tie-up partner. Also, rich and full bodied taste are achieved through the blending and fermenting of 4 different types of lactic acid bacteria. Health benefits of yogurt has attracted attention in Japan; however in recent years, there is a tendency to place a greater emphasis on the palatability of the yogurt and to enjoy the taste itself.\* With "Belgian Yogurt Pur Natur" that pursues deliciousness, Kaneka will strive to develop a new market.

Since last year, Kaneka have sold "Milk for Bread" and "Fermented Butter" made with high quality milk from Hokkaido and Pur Natur's technologies, and will further offer a variety of products to accelerate the market development. In addition, the construction of a dairy product plant is now under consideration, with a goal of achieving net sales of 20 billion yen in the dairy product business over the next four years.

\* According to our research conducted in July, 2018 via online survey targeted at n= 600 males and females in their 10's to 60's

#### About "Belgian Yogurt Pur Natur"

Customers: Bakeries, mass retail stores, convenience stores, and general retail stores in eastern Japan, western Japan and the Kyushu region.

Product Name/ Content/ Suggested Retail Price:

- "Belgian Yogurt Pur Natur Plain with No added sugar", 105g, ¥166 + tax
- "Belgian Yogurt Pur Natur Blueberry", 100g, ¥183 +tax

Features:

- Rich and full bodied taste
- Natural sweetness and a slight sourness of raw milk
- Unique smooth texture

For product inquiries Kaneka Shokuhin Co., Ltd.

0120-97-1207 (10: 00 a.m. to 5: 00 p.m. excluding weekends and holidays)



< General description of Kaneka Shokuhin Co., Ltd. >

Headquarters : Shinjuku-ku, Tokyo, Japan

Business description : Purchase and sales of food for bakery, confectionery, and processed foods, Machine sales

President : Genichiro Kocho

< General description of Pur Natur Invest BVBA (Pure Nature) >

Headquarters : the Kingdom of Belgium Kruishoutem

Business description : Manufacture and sales of dairy products, jams, fruit spreads

President : Marc Verhamme