

February 16, 2021

KANEKA CORPORATION

Kaneka releases “Belgian Yogurt Pur Natur™ Apricot”
—Adds a new flavor to their Belgian Yogurt lineup—

On March 16, Kaneka Corporation (Headquarters: Minato-ku, Tokyo; President: Minoru Tanaka) will begin selling “Belgian Yogurt Pur Natur™ Apricot”, made with traditional manufacturing method of Belgian company Pur Natur Invest BVBA. Through its affiliate company Kaneka Shokuhin Co., Ltd. (Headquarters: Shinjuku-ku, Tokyo; President: Genichiro Kocho), the product will be sold at bakeries, supermarkets, convenience stores and other retails. It is also scheduled to be sold through Kaneka Online Shop.

Since August 2019, Kaneka has been selling “Belgian Yogurt Pur Natur™”, the first of its kind in Japan*¹, in the flavors of “Plain with No added sugar” and “Blueberry”. Its natural sweetness of raw milk in addition with its rich and smooth texture has been well received by our business partners and customers. The apricot flavor being released this time is one of Pur Natur’s most popular flavors along with the blueberry flavor. Independent research*² has also indicated a strong demand in Japan.

“Belgian Yogurt Pur Natur™ Apricot” is made of two layers: Belgian Yogurt and a sweet-sour apricot confiture*³. The refreshing apricot flavor and its rich fruit pulp are the highlights of this product. The yogurt offers a natural sweetness and a slight sourness of raw milk, as well as a unique smooth texture produced by the two-fermentation process that is based on the traditional manufacturing method of Belgium. Four kinds of lactic acid bacteria also give it a rich and full-bodied taste.

With high quality raw milk from Hokkaido and the technologies of Pur Natur, Kaneka will further expand its unique lineup of products focused on delicious flavor and health, enhancing functional products that combines our Lactic-acid bacteria and nutritional supplements, contributing to richer dietary lives.

*1: Research from Mintel GNPD (names of Belgian Yogurt in previously sold products)

*2: Research by Kaneka conducted in October 2019 (n=90)

Target: Women in the age range from 20s to 40s who buy and consume Yogurt products of a single serving at least three times a week.

*3: A type of jam. Its characteristic is that it contains more traces of fruit than regular jam.

About “Belgian Yogurt Pur Natur™ Apricot”

Customers: Supermarkets, convenience stores, drug stores, bakeries, and general retail stores in Japan

Volume & Suggested retail price: 100g 183 yen + tax

Product features:

- Natural sweetness and slight sourness of raw milk
- Unique, rich and smooth texture
- Sweet-sour apricot confiture that partners perfectly with the yogurt

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