

September 24, 2024  
KANEKA CORPORATION

Kaneka Releases “Pur Natur™ Organic Yogurt Strawberry-Mix”  
— Using Organic JAS-certified Confiture —

Kaneka Corporation (Headquarters: Minato-ku, Tokyo; President: Kazuhiko Fujii) will launch an organic JAS-certified\*1 yogurt, "Pur Natur™ Organic Yogurt Strawberry-Mix", on September 24. The new product will be sold through Kaneka Foods Corporation (Headquarters: Shinjuku-ku, Tokyo; President: Futoshi Fukuzaki), a group company of Kaneka Corporation, at organic specialty stores, supermarkets, home-delivery services, and the Kaneka Online Shop\*2.

This product is an individual-serving type includes a two-layered yogurt with strawberry and raspberry confiture\*3 in addition to the plain yogurt. Not only the yogurt but also the confiture is JAS-certified organic. The combination of the refreshing sourness of the yogurt and the slightly sweet taste of the blueberries has been realized in an organic form.

The organic yogurt is made from raw milk produced by Betsukai Wellness Farm\*4 (Betsukai-cho, Notsuke-gun, Hokkaido) \*5, a dedicated organic farm. It is characterized by the rich flavor of organic raw milk from healthy cows raised on the fertile land as well as the richness and smooth texture by virtue of two-stage fermentation using the traditional method of Pur Natur of Belgium.

Based on our mission of “Kaneka thinks Wellness First”, we will expand our yogurt product lineup utilizing our distinctive and original probiotics, and will strive to develop and promote more organic dairy products to further contribute to our customers' health and rich dietary lives in the future.



Product Information :

Product name	Pur Natur™ Organic Yogurt Strawberry-Mix
Suggested retail price	198 yen (213 yen incl.tax)*6
Volume	100g
Retailer clients	Organic specialty stores, supermarkets, food delivery services, Kaneka online shop, etc. *7
Brand website	<a href="https://kaneka-purnatur.jp/organic/">https://kaneka-purnatur.jp/organic/</a> *Japanese only

Product Features:

- Uses organic raw milk from Betsukai Wellness Farm, which practices circular organic dairy farming
- Unique taste with a thick, rich and smooth texture due to two-step fermentation
- Two-layered with plain yogurt and organic confiture
- Organic JAS-Certified
- A2 Milk: We use A2 milk\*8, a trend in the overseas milk market. Cows raised at Betsukai Wellness Farm are all confirmed to have only A2 genes.

\*1. An inspection and certification system for organic food products established by the Ministry of Agriculture, Forestry and Fisheries of Japan. It certifies that agricultural products and livestock products are produced without chemical substances such as pesticides and chemical fertilizers.

\*2. Kaneka Online Shop ( <https://www.kaneka.co.jp/onlineshop/> )

\*3. A kind of jam, but the shape of fruit is more distinguishable.

\*4. A company that manufactures and sells organic raw milk which was established by Kaneka and the daily farming partner, Betsukai Milk World Co., Ltd. In April 2021, a dedicated organic ranch was completed, and in December 2022, the farm received organic JAS certification.

\*5. Kaneka adopts an Integrated Approach to Organic Food Business, From Organic Dairy Farming to the Production and Sale of Organic Dairy Products —Launching “Pur Natur™ Organic Yogurt Plain”—  
<https://www.kaneka.co.jp/en/topics/news/2023/ennr230224.html>

\*6. As this product is subject to the reduced tax rate, price including tax is shown with 8% consumption tax.

\*7. Some stores may not offer this product.

\*8. Beta casein, one of the proteins contained in milk, has two types, A1 type and A2 type, depending on genetic differences. The genetic combination of an individual dairy cow determines whether it is an A1 or A2 type. The milk produced by the A2 type daily cow is called A2 milk.

< General Description of Kaneka Foods Corporation >

Headquarters: Shinjuku-ku, Tokyo, Japan

Business description:

- Purchase and sales of food for bakery, confectionery, and processed foods
- Machine sales
- Planning, development, sales, licensing, store management, e-commerce sales, and e-commerce mall management of consumer products and related products

Product Inquiries:

Kaneka Foods Corporation

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

< 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