

December 1, 2020

KANEKA CORPORATION

Kaneka launching “Milk Tea for Bread™”

Kaneka Shokuhin Co., Ltd. (Headquarters: Shinjuku-ku, Tokyo; President: Genichiro Kocho), affiliate company of Kaneka Corporation (Headquarters: Minato-ku, Tokyo; President: Minoru Tanaka), will launch the new product “Milk Tea for Bread™” on January 18, 2021. The company entered the dairy products business in 2018 and is currently selling two products of “For Bread” series, “Milk for Bread™” and “Café au Lait for Bread™,” which is created from the perspective of bringing out the delicious flavor of bread. It has been well received by our business partners and customers for its rich flavor and refreshing aftertaste, and sales have been growing steadily.

We created this product in response to numerous requests by our customers of “For Bread” series who desired a milk tea that goes well with bread. We discovered that there was an especially strong demand for a milk tea with rich milk flavor, authentic black tea taste, and refreshing aftertaste.

“Milk Tea for Bread™” was created with emphasis on the harmonization with bread. It is made with generous amounts of raw milk from Hokkaido and rare Darjeeling tea leaves. By adopting the sterilization method based on proprietary technology from Belgium’s Pur Natur Invest BVBA, this product offers refreshing aftertaste while maintaining the richness of raw milk.

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, including functional products that combines our Lactic-acid bacteria and nutritional supplements, contributing to richer dietary lives.

About “Milk Tea for Bread™”

Customers: Bakeries, mass retail stores, convenience stores, and general retail stores in Japan

Volume: 500ml, 200ml

Suggested Retail Price: 288 yen+ tax(500ml), 158 yen+ tax(200ml)

Features: “Generous portion of raw milk” Rich blend using 70 % of raw milk from Hokkaido.

“Black tea” Using 100% Darjeeling tea leaves which features aroma and refreshing taste.

“Proprietary technology” Adopting Pur Natur’s sterilization method in order to offer refreshing aftertaste.

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