

August 30, 2021

KANEKA CORPORATION

Kaneka Renews "Belgian Yogurt Pur Natur™" Product Line

- Announcing renewal products on September 6 -

On September 6, Kaneka Corporation (Headquarters: Minato-ku, Tokyo; President: Minoru Tanaka) will renew its lineup of "Belgian Yogurt Pur Natur™". Through its affiliate company Kaneka Foods Corporation (Headquarters: Shinjuku-ku, Tokyo; President: Genichiro Kocho), three renewed products, "Plain with No added sugar", "Blueberry" and "Apricot", will be sold in supermarkets, convenience stores, drugstores, bakeries, the Kaneka Online Shop*1, and other retailers.

Since August 2019, Kaneka has been selling "Belgian Yogurt Pur Natur™", made with traditional manufacturing method of Belgian company Pur Natur Invest BVBA. The natural sweetness of raw milk and the rich yet smooth texture produced by its two-stage fermentation process have been well received by business partners and customers alike.

In this product renewal, in addition to the existing bifidobacteria and three types of lactic acid bacteria, Kaneka's new and unique lactic acid bacteria will be added. The packaging design will also be renewed to visually convey the two layers of rich yogurt and confiture*2, which are the main characteristics of the product. We are also revising the product price so that it can be enjoyed by even more customers.

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

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

New package design:



Belgian Yogurt Pur Natur™
Plain with No added sugar



Belgian Yogurt Pur Natur™
Blueberry



Belgian Yogurt Pur Natur™
Apricot

Product overview:

Product Name	Belgian Yogurt Pur Natur™ Plain with No added sugar	Belgian Yogurt Pur Natur™ Blueberry	Belgian Yogurt Pur Natur™ Apricot
Suggested retail price	138 yen + tax		
Volume	95 g	90 g	90 g
Sold in	Supermarkets, convenience stores, drugstores, bakeries, and general retail stores in Japan		

Product features:

- Natural sweetness and slight sourness of raw milk (made with 90% or more Hokkaido raw milk)
- Unique, rich and smooth texture
- Two layers of yogurt and confiture. Confiture pairs perfectly with the yogurt

For product inquiries Kaneka Foods Corporation

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

< 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

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