

Celebrating 15 years in Australia

This year Yakult celebrates 15 years in Australia, so it comes as no surprise that most people recognise the Yakult brand and are familiar with our "Everybody Everyday" slogan.

When Yakult launched in Melbourne in 1994, the company needed to create a new category and market for the product in Australia. Yakult was known as a 'fermented milk drink' and placed in the dairy case with drinking yoghurts. Because there were no other products like Yakult on the supermarket shelves, people were interested in the product and the benefits. Yakult is now known as a 'probiotic'.

Being able to capitalise on the uniqueness of the product was important, with the company's first objective to educate people about their digestive system. We want people to understand that bacteria is already naturally present in the intestines, where some are beneficial and others are potentially harmful. Promotions through education focus on the importance of having a balanced digestive system.

Over 15 years our dedicated directors, managers and staff have contributed to our outstanding success and seen sales exceed expectations. Successful marketing campaigns have increased the popularity of Yakult products.

To this day, the factory built in Dandenong remains the only factory in Australia. The automatic

streamline process is an example of the latest food processing equipment and is extremely efficient in producing Yakult products for the Australian and New Zealand markets. Yakult was introduced into Auckland and surrounding areas in 2004, giving expansion of the company and products through export.

Built with such expansion in mind, the factory has seen equipment installations and upgrades over the years to increase production, ensuring that fresh Yakult will always be available.

In 1994, 180,000 bottles of Yakult were produced per day. Today we produce more than 300,000 bottles daily on our mesmerizing filling line operating at 40,000 bottles per hour. The largest storage tank holds 24,000 litres of Yakult concentrate and can fill close to 740,000 bottles of Yakult.

Our continued focus on education means that 4,000 people annually visit the factory to view our operations first hand, increasing people's understanding of probiotics in the digestive system. Because the factory is set up with safe and convenient viewing areas, our education program will continue to be popular with school and consumer groups alike.

As we celebrate 15 years in Australia, and thanks to our loyal consumers, Yakult continues to enjoy phenomenal success as a top dairy case item in the supermarket. Wow, look how we've grown!



1994 5-pack



2009 5-pack

Your Questions

How do I take the cap off a bottle of Yakult?

We realise that the Yakult bottle is more difficult to open than other drinks. The reason for the tight seal is to maintain the high quality of the bottle contents. People have found it easier to open the cap when they lift the tab piece of the foil and then raise the foil around the entire neck of the bottle, before peeling back.

Why does the Yakult 10-pack contain straws but not the Yakult 5-pack?

We are regularly asked the question regarding the availability of straws in our 5-pack.

Our 10-pack machinery is set up to enable us to include straws. The 5-packs are packaged on a separate line, and because of how the machines have been installed, we do not have the opportunity to place straws into the 5-pack.

Do you recycle or reuse materials?

We recycle and reuse resources where we can to minimise our impact on the environment. The paper bags which the raw ingredients are supplied in and plastic bottles can be collected then recycled. Three water tanks have recently been installed so that we can collect rain water from the factory roof. Water can be reused, once treated, for cleaning procedures.

Inside Markets

It's all in the waist!

By Dinah Woon
B. NutrDiet
Accredited Practising Dietitian



Weight gain and obesity have literally become a growing concern for Australia, where 1 in 2 Australian adults are overweight or obese¹.

Regardless of your body size and BMI, having fat around the abdomen, or a 'pot belly' increases the risk of developing a number of chronic diseases such as diabetes, hypertension, high cholesterol and heart disease².

What is Waist Circumference?

A person's waist circumference is a good predictor of health risks³. A waist measurement greater than 94cm for men or 80cm for women is a sign of internal fat deposits*. These fat deposits can coat the heart, kidneys, liver and pancreas increasing the risk of chronic disease.

The correct place to measure your waist is horizontally halfway between your lowest rib and the top of your hipbone, roughly in line with your belly button. For more information go to:

www.measureup.gov.au



The Measure Up campaign is an Australian Federal Government initiative. Copyright material was used by permission of the Australian Government.

To help cut the inches, here are some quick tips.

- 1. Eat more fruit and vegetables.**
The Australian dietary guidelines encourage at least 2 serves of fruit and 5 serves of vegetables daily.
- 2. Manage your portion sizes.**
Don't eat more than you need. Opt for a smaller plate size. Be aware of boredom or habitual eating rather than real hunger. Only eat when you feel hungry and stop when you feel full.
- 3. Eat more fresh foods and less processed food.**
Food variety is important. Include plenty of bread, cereals, fruit and vegetable, with moderate amounts of low fat dairy, lean meats or alternatives.
- 4. Restrict your alcohol intake.**
Alcoholic drinks contribute to empty calories - high in calories but of no real nutritive value.
- 5. Limit your intake of "extra" food.**
These foods include sweets, pastries, soft drinks, pies, rolls and other takeaways. They often contain too much added fat, sugar and salt.
- 6. Aim to get active.**
Include at least 30 minutes of appropriate physical activity on most days. Consult your doctor before starting your exercise regime.

While there is a big push for Australians to reduce their waistlines, it is vital that a realistic approach to weight loss is taken. Even a weight loss of 5-10% can lead up to 35% reduction in health risks! Small achievable goals are far more feasible and longer lasting than quick large reductions.

* The use of waist circumference measurements should only be used on adults as the health risks for children and adolescents have not yet been developed.

References: 1. Australian Bureau of Statistics (ABS). National Health Survey 2004-05: Summary of result. ABS. cat. No. 4362.0 Canberra: ABS. 2. World Health Organization. Obesity: preventing and managing the global epidemic. Report of a WHO consultation. *WHO Tech Rep Ser*2000;894(3):i-xii, 1-253; and National Health and Medical Research Council, Clinical Practice Guidelines for the management of Overweight and Obesity in Adults, 2003, p 46. 3. World Health Organization Expert Committee 1995.

Did you know?

- Digestive balance is where beneficial bacteria outnumber the potentially harmful bacteria in the intestines.



- Yakult currently employs 120 people throughout Australia and New Zealand.

Editor's word

Our objective is to increase awareness of Yakult and its benefits. We will continue to produce the highest quality probiotic products and provide the best quality service, which consumers know and trust.



Many people recommend drinking Yakult to their family and friends. People can contact the Yakult Information Service for all enquiries and we will provide information and pamphlets. You, as loyal consumers help shape the reputation of Yakult products.

Keep a look out for our festive Christmas packs, available during December at your local supermarket.

Please send your feedback and any suggestions for future issues of *Inside Matters* so that we can continue to provide you with information on how to keep a balanced digestive system. You can contact the Yakult Information Service at 10 Monterey Rd, Dandenong, VIC, 3175, www.yakult.com.au or Freecall 1800 640023.

Enjoy! **Tania O'Brien, Editor**

To join the mailing list or forward any comments, questions or stories contact the editor at the address below.

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