

# Yakult

## Company Profile

### Corporate Philosophy

'We contribute to the health and happiness of people around the world through pursuit of excellence in life science in general and our research and experience in microorganisms in particular.'



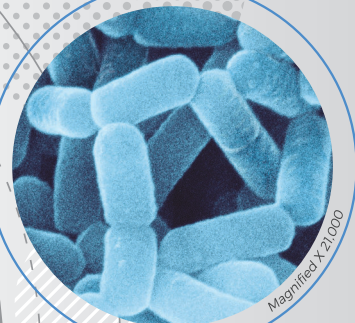
Dr Minoru Shirota  
(1899-1982)

Preventive medicine

A healthy intestinal tract leads to a long life

**Shirota-ism**

A price anyone can afford



Lactobacillus casei Shirota strain



Bus Advertising in 2014



Yakult Australia Head Office

# Yakult

## The Origins of Yakult

Dr Minoru Shirota devoted his life to the study of intestinal bacteria and preventative health.

In Japan prior to the 1930's malnutrition and poor sanitation resulted in a range of digestive disorders and ill health amongst the population.

In 1930, Dr Shirota discovered a probiotic bacteria, *Lactobacillus casei* Shirota that reaches the intestines alive with the potential to contribute to human health. The Shirota strain was named in honour of his research. Probiotic bacteria creates 'digestive balance' by encouraging the growth of beneficial bacteria in the digestive system.

In 1935, the world's first commercial probiotic drink was launched as 'Yakult'. This probiotic milk-based drink ensures that the *Lactobacillus casei* Shirota strain survives the journey through the digestive system and assists in making a positive contribution to the intestinal microbiota.

Initially produced in Dr Shirota's clinic, distribution and demand for Yakult grew leading to the establishment of Yakult Honsha Co. Ltd. in Tokyo, the founding company for Yakult worldwide.



# Yakult Honsha Co. Ltd. Today

## Yakult Timeline

1900

1930

Dr Shirota successfully cultures a particular type of LAB; *Lactobacillus casei* Shirota strain

1938

Yakult is a registered trademark

1955

Yakult Honsha Co. Ltd is established in Tokyo

1967

The Yakult Central Institute for Microbiological Research is established in Tokyo

1969

A new plastic bottle replaces Yakult's original glass bottle

1975

Yakult enters the pharmaceutical industry

1992

Yakult Bioscience Foundation is established

2003

Vending machine sales alliance is established with Kirin Beverages in Japan

2007

Yakult products available in 30 countries throughout the world

2015

Yakult celebrates the 80th Anniversary since the founding of the Yakult Company

1935

Yakult fermented milk drink is manufactured and introduced to the Japanese market

1940

Local offices established in Japan for the purpose of marketing and distributing Yakult

1963

Yakult launches a unique door to door delivery system- 'Yakult Ladies'

1968

Yakult assumes ownership of the Tokyo Yakult Swallows baseball team

1971

Yakult begins full scale production in cosmetics

1986

The Fuji Susono manufacturing plant is completed for dairy product manufacture, representing the largest of eight manufacturing facilities in Japan

1998

Yakult is approved by the ministry of health and welfare as 'Food for Specific Health Uses' (FOSHU) in Japan

2005

Yakult European Research facility established in Ghent, Belgium  
Yakult co-sponsors the FINA World Championships as an official partner

2012

Yakult launches the Yakult Space Discovery Program

2016

Average global sales of dairy products surpass 35 million bottles per day  
Construction of the new Yakult Central Institute is completed

Yakult is a global leader in probiotics; a multinational company with five divisions, each branching from over 80 years of research in probiotics particularly lactic acid bacteria (LAB) and its benefits.





# A Multinational Company with 5 Divisions

## 1. Food and Beverage Division

Yakult manufactures a large variety of products including fermented milk drinks, yoghurts, fruit and vegetable juices, carbonated drinks, soya-based beverages, nutritional supplements and instant noodles. Many of these products contain lactic acid bacteria, while others contain functional food ingredients for health.



## 2. Cosmetic Division

Yakult's cosmetic division conducts evidence-based research in dermatology and microbiology. By exploring the benefits and actions of lactic acid bacteria, Yakult has developed unique moisturising ingredients that protect the health of the skin. Yakult's cosmetic range comprises a variety of products including skincare, hair-care and make-up containing fermented lactic acid bacteria extracts.



## 3. Pharmaceutical Division

Yakult is currently focusing on the field of oncology, developing and producing drugs that positively impact the lives of patients living with cancer. Elplat and Campto are used in the front line treatment of cancer, particularly for colon cancer.



## 4. Research and Development Division

The Yakult Central Institute employs over 300 scientists across 10 departments. Conducting research in food, cosmetics and pharmaceutical products, focusing on quality and safety. More than US\$100 million is spent annually on research.

Yakult is in collaboration with the Japan Aerospace Exploration Agency (JAXA) researching the use of probiotics at the International Space Station.



## 5. Analytical Science Division

This division runs independent research and testing to support the safety and reliability of the products developed by Yakult.

Due to its high quality control systems, the Analytical Science Division is a licensed certification company, accredited to conduct scientific analyses for government and private institutions.



## Yakult Australia Pty. Ltd.

Yakult Australia began production in Victoria in 1994, as the first probiotic drink available on the market.

It was imperative to educate and convince consumers about beneficial bacteria and their role in digestive health. An extensive sampling program and a comprehensive advertising campaign, was used to inform consumers and retailers.

Within 12 months, consumer acceptance of Yakult had grown and distribution had expanded to include Sydney. Over the next six years, Yakult was progressively launched across Australia and later introduced to the New Zealand market.

Yakult continues to enjoy phenomenal success as one of the top 10 dairy case items in supermarkets.

Yakult Australia currently employs over 120 people throughout Australia and New Zealand to carry out all areas of business.

The production facility in Dandenong can now manufacture between 350,000-400,000 bottles daily. Supplying Yakult Original and Yakult LIGHT to Australia and New Zealand.

### Yakult Original and Yakult LIGHT

Yakult Original and Yakult LIGHT are fermented milk drinks containing probiotics.

Each bottle of Yakult contains 6.5 billion unique, live probiotic bacteria known as the *Lactobacillus casei* Shirota strain.

Both Yakult Original and Yakult LIGHT have a similar taste, although Yakult LIGHT has 75% less sugar than Yakult Original and 40% fewer calories. Yakult LIGHT is sweetened with a plant-based sweetener, Stevia. Neither product contains fat, cholesterol, wheat, gluten, fructose, preservatives or artificial colours and is low in lactose.



Yakult Original  
and  
Yakult LIGHT

## Australia Timeline

**1993**

Purpose built factory and office complex is established in Dandenong- a \$30 million investment

**1995**

Launched in Sydney

**1997**

Launched in Canberra

**1999**

Launched in Perth

**2004**

Yakult receives International Organisation for Standardisation (ISO) accreditation in March

Launch of the Yakult Original 5-pack to Auckland, New Zealand in June

Launch of Yakult LIGHT 7-pack throughout Australia in September

**2007**

Automated machinery introduced to 10-pack production line, reducing plastic use by 60%.

In March, Yakult LIGHT was introduced in New Zealand

**2012**

Packing machines upgraded with the capability to pack either Yakult 5 or 10-pack on the same production line

**2015**

The Yakult logo is now printed with red brackets on packs  
Yakult Original 10-pack is available in New Zealand

**2017**

Development of new Yakult Development and launch of reformulated Yakult LIGHT with 75% less sugar and 40% less calories than Yakult Original.

**1990**

**1994**

Australia becomes the first English speaking country to produce and sell Yakult

Yakult Original 5-pack launched in Melbourne

**1996**

Launched in Newcastle, Wollongong and Queensland

**1998**

Launched in South Australia, Tasmania and the Northern Territory

**2001**

Yakult Family 10-pack is launched nationally

**2006**

Packaging is updated.  
Yakult LIGHT 7-pack becomes Yakult LIGHT 5-pack

**2011**

Installation of a new filling machine capable of filling 9,000 more bottles per hour than the previous machine

**2014**

Yakult celebrates 20 years in Australia and 10 in New Zealand

**2016**

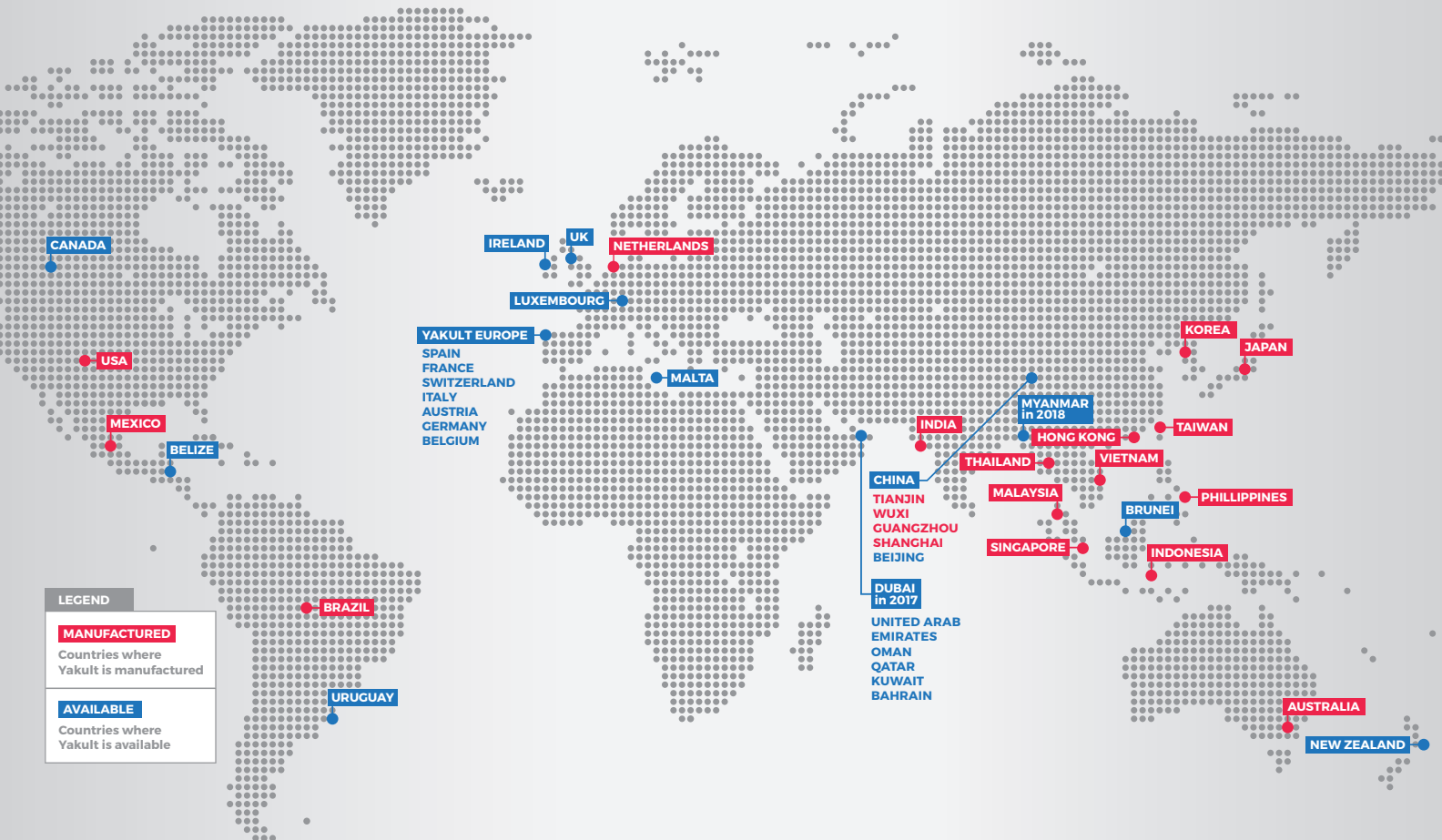
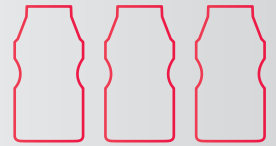
New innovative cold storage room is completed in August

In December, installation of a third injection blow moulding machine, increasing bottle making capacity by a third

New robotic arm to automatically stack slabs of Yakult onto pallets is installed also in December

## The Global Network

More than 35 million people drink Yakult every day and the company now operates in more than 35 countries across 5 continents.



## Shirota-ism

Proposed by Dr Shirota, the Yakult business was founded on the philosophy of Shirota-ism. These principles have stood the test of time and have continued to be the basis of our research and development activities across the world.

1. Emphasis is placed on preventing illness rather than treating disease
2. Strengthening our intestines with beneficial bacteria leads to improved health and a long life
3. Good health should be accessible to as many people as possible, at a price anyone can afford

Free call Number 1800 640 023 [www.yakult.com.au](http://www.yakult.com.au)

**Yakult**