



Media

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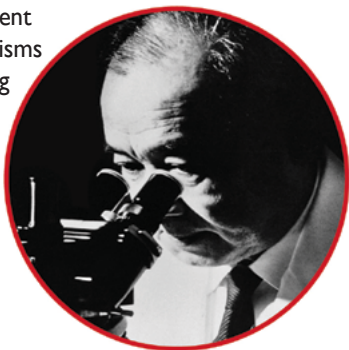


The Little Bottle On A Mission

Yakult History

Dr Shirota

The Japanese scientist Dr Shirota spent many years investigating microorganisms and in 1930 he succeeded in isolating and cultivating a unique strain of lactic acid bacteria that was scientifically proven to reach the gut alive. He used this strain, now known as *L. casei* Shirota, to make a fermented milk drink – and so, in 1935, the first bottle of Yakult was produced.



Dr Shirota firmly believed that true health consists not just of physical fitness, but also requires good mental, social and cultural wellbeing – a view he expressed in Yakult's corporate philosophy:

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

This philosophy shone through in the way that he set up the company, from the revolutionary Yakult Ladies system to a wide programme of corporate, cultural, academic and scientific sponsorships.

Fast forward 85 years, and today over 40 million Yakult products are consumed every day in over 40 countries and regions around the world.



The Yakult Central Institute

Our original product has changed very little – today's Yakult still contains the very same *L. casei* Shirota strain that was isolated and cultivated by Dr Shirota all those years ago. At the Yakult Central Institute, our state-of-the-art research centre in Japan, hundreds of scientists and staff continue to conduct research with our unique bacteria strain, alongside our European Research Centre in Belgium and hundreds of independent researchers in hospitals, universities and institutes all around the world, including the UK and Ireland.

Yakult Central Institute continues to investigate the application of microorganisms, with major research fields including microbiology, nutritional science, physiological sciences, immunology, biochemistry, bioengineering, organic chemistry, fermentation engineering, natural products chemistry, pharmaceutical science and analytical chemistry.

Yakult Ladies

The pioneering Yakult Ladies system started in 1963 in Japan. Worldwide, the company employs over 80,000 Yakult Ladies.

Performing an important role, they deliver Yakult products door-to-door every day, from rural areas to high-rise buildings in the city and provide an important community role interacting with customers.

Yakult Ladies in Japan contribute to safe, secure and liveable communities through “Courtesy Visit Activities” visiting more than 35,000 older people living alone and participating in local police and government safety and crime prevention watches.



The Yakult Bottle

The first Yakult bottles were made of glass with a cork stopper. Yakult's current iconic bottle was developed in 1968 by Isamu Kenmochi who was an award-winning designer. The idea was to have an original, easy to handle and recognisable bottle. The shape is inspired by the traditional Japanese kokeshi doll, considered a lucky charm.

Yakult in Europe

The European headquarters, Yakult Europe B.V., started operations in 1994.

Now, more than 25 years later, Yakult is available in 14 European countries: Austria, Belgium, Denmark, France, Germany, Ireland, Italy, Luxembourg, Malta, Netherlands, Spain, Sweden, Switzerland and United Kingdom.

Yakult Factory in Almere

The factory in Almere, the Netherlands – where all the Yakult sold across Europe is made - is also open for visitors to come along and see the process for themselves. So far, we have welcomed over **200,000 visitors!**

Micropia Partnership

As part of the Yakult commitment to support educational sciences, Yakult supports Micropia – the only museum of its kind for microorganisms. The museum is located in Amsterdam and reveals the invisible world of microscopic life.



ARTIS MICROPIA

Yakult in the UK and Ireland

In the UK, Yakult was launched in 1996, with the addition of Yakult Light in 2002. Both Yakult products were introduced in Ireland in 2004.



25 years in the UK for The Little Bottle on a Mission

To celebrate our 25th anniversary in the UK, this autumn we launched our new creative campaign, Yakult. The Little Bottle on a Mission. The theme is rooted in Yakult's many joyful missions, from the mission to reach your gut alive, to the brand's ongoing mission to invest in scientific research into microbiology and bacteria, and the mission to inspire happiness and wellbeing with gut health at its the core.



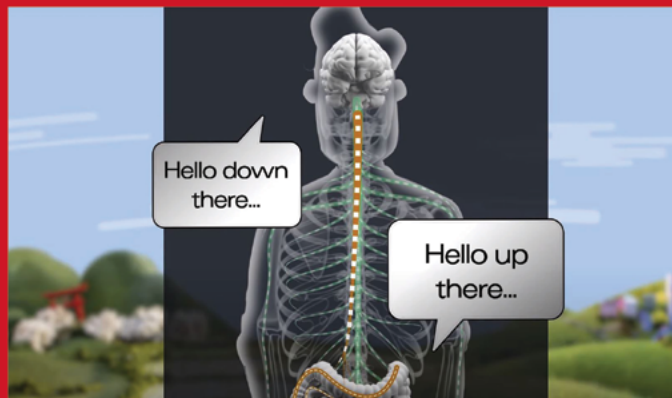
Projects and Partners

The Gut-Brain Axis

As part of our commitment to science and the gut, we want to educate people about the relationship between the gut and the brain, known as the gut-brain axis. In 2021, we worked with experts to create insightful content and resources such as a short video to explain this unique relationship. We also developed a helpful guide in partnership with our friends at the APC Microbiome Ireland to learn more about the gut-brain axis and how to look after it straight from the world leading experts.



Get in touch if you want to learn more!



Vitamin D

Vitamin D is important for bones and muscles, as well as for the immune system and general health. At Yakult, we want to raise awareness of the need to look for dietary sources or supplements, particularly in the colder months, when people in the UK cannot produce vitamin D from the sun, no matter how sunny it is.



With a PhD in vitamin D, our science manager, Dr Louise Durrant, knows all the big science facts and the little fun facts and tips to help people get their daily dose, and is always happy to talk about it.

Stay Safe, Warm and Well

Yakult has been a trusted partner of the Royal Voluntary Service for many years and it has been our privilege to contribute to their efforts to help the most vulnerable among us, especially throughout the past year and a half. In winter 2020 we developed together the *Stay Safe, Warm and Well* campaign to provide practical information and advice ahead of a particularly difficult winter.

We expect this cold season to come with fresh challenges and we believe that this type of support is still paramount to those most in need of help in our communities.



Love Your Gut

An initiative of Yakult, *Love Your Gut* is all about raising awareness of the importance of gut health, working in association with several gut health organisations across the UK and Ireland, like The IBS Network and Guts UK Charity, or the Irish Nutrition & Dietetic Institute.

Expert tips and advice, gut-friendly recipes and exclusive resources like the *Gut Talk Guide* or the *Digestive Health Self-Assessment* are just some of the content available.



Visit www.loveyourgut.com and follow @LoveYourGutOnline on Facebook for a taste of what's on offer.



Samples

Get a visit from our Vending Machine

Would you like to sample Yakult every day for up to a month? You and your colleagues can request a visit from the interactive Yakult Vending Machine to your office, (subject to availability and location suitability).

Get in touch with the Press Office to learn more and arrange.



Trial Yakult

If you would like to receive some complimentary Yakult for yourself and your colleagues to try, please contact us at the Press Office.

Suggest a Donation

We want to support our key health workers and the most vulnerable among us, so we are regularly donating product to local hospitals, care homes and NGOs helping families and individuals in need, like City Harvest and One Million Meals.

Do you have such an organisation in mind that you would like to suggest for a donation of Yakult?

Get in touch!

10 facts about Yakult

1. Yakult is celebrating its 25th anniversary in the UK this year! Over 1.7 billion bottles were sold in the UK and Ireland in the past quarter of a century.
2. Each little bottle of Yakult contains at least 20 billion bacteria!
3. Our unique ***L. casei* Shirota** bacteria – found in every little bottle – is scientifically proven to reach the gut alive.
4. It takes a week of fermentation, our unique bacteria, high quality ingredients and strict quality control to make each bottle.
5. Yakult Original (red top) and Yakult Light (blue) are both available in the UK and Ireland.
6. Yakult Light is enriched with vitamins D and E.
7. Yakult is sold as a 7-pack. One bottle for every day! You can also purchase our family-friendly 15 pack through selected online retailers like Ocado and Morrisons.
8. Both Yakult and Yakult Light are fat free, gluten-free and suitable for vegetarians.
9. Today, over 40 million Yakult products are consumed every day in over 40 countries and regions all over the world.
10. Yakult has hundreds of scientists and staff working at the Yakult Central Institute in Japan and the European Research Centre in Belgium.

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www.yakult.co.uk

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