



It's distilled from
magical
giant bonsai trees



No, it's
a little bottle of
science
(not magic)

Yakult

A trip down memory lane



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



Dr Shirota was keen to choose a name that could be understood globally, and so he created the word 'Yakult' inspired by the word for 'yoghurt' ('jahurto') from the universal language of Esperanto.



In 1955, Dr Shirota and a team of scientists established Yakult's Central Institute in Japan, to research the use of intestinal bacteria.





Yakult Ladies

Then in 1963 Dr Shirota set up his pioneering Yakult Ladies delivery scheme employing agents to deliver Yakult products door-to-door every day. Now, more than 50% of Yakult products in Japan are distributed by Yakult Ladies. The company currently employs over 80,000 Yakult Ladies worldwide. These ladies are fundamental to everyday life; they interact with customers and explain the nature of the product.

The bottle

The first Yakult bottles were made of glass with a cork stopper and since have been replaced with recyclable plastic. Yakult's iconic bottle was developed in 1968 by the award-winning designer Isamu Kenmochi; the idea was to have an original, easy to handle and recognisable bottle. The design is based on the shape of the traditional Japanese kokeshi doll.

Yakult was first introduced into the UK in 1996 followed by the Republic of Ireland in 2004.

Today, over 35 million Yakult products are consumed every day in 38 countries around the world.



Science is at the heart of the Yakult Company



Yakult is passionate about science and invests in research and technologies to find potential applications for bacteria, developing advancements in food technology and, of course, microbiology.

Scientists at Yakult are currently investigating further uses for *Lactobacillus casei* Shirota across a vast number of fields from the environment to the gut.

In one such programme Yakult is boldly going forth into space for experiments with astronauts on the International Space Station in collaboration with The Japanese Exploration Agency. Their mission is to study the potential of bacteria such as those in Yakult.

Yakult has nearly 300 staff and scientists working at the Yakult Central Institute in Japan and the European Research Centre in Belgium, where innovative findings are generated every day.



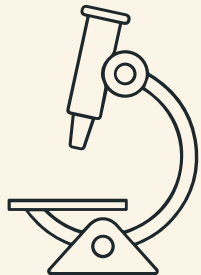


These clever busy bees make sure that science is at the heart of our company, working with independent scientists and academics all around the world.



Yakult sponsors independent researchers in hospitals, universities and institutes throughout the world, including the UK, believing it is vital to support independent parties as this is where many of the best innovative ideas flourish.

In 2015 Yakult's Central Institute spent nearly £95 million on research to seek new scientific advances.



Did you know?



Yakult has a long heritage of supporting many community and sporting initiatives around the world based on the Dr Shirota founding principles. Here are just a few...

Tokyo Yakult Swallows

Since 1970, Yakult has sponsored the Tokyo Yakult Swallows, a professional baseball team who compete in Japan. Additionally, Yakult holds children's baseball clinics nationwide across Japan. These clinics are run by players from the Tokyo Yakult Swallows in its baseball offseason.



Yakult Ladies

Yakult Ladies in Japan contribute to the creation of safe, secure and liveable communities through "Courtesy Visit Activities". The Ladies visit more than 44,000 older people living alone and participate in safety and crime prevention watches both in cooperation with local police departments and local governments.





Yakult the official partner of FINA

The Fédération Internationale de Natation (FINA) is the international governing body of swimming, diving and water polo. Since 2005 Yakult has been an official partner of (FINA) World Championships and the FINA World Swimming Championships.



Micropia

As part of the Yakult commitment to support educational sciences, Yakult supports Micropia – the only museum of its kind for micro-organisms. The museum is located in Amsterdam in the Netherlands and reveals the invisible world of microscopic life. To find out more visit micropia.nl/en

Love Your Gut

Yakult UK and Ireland support Love Your Gut – an initiative to promote and raise awareness of the importance of gut health. Find out more at loveyourgut.com



Yakult



bottle of



science

Yakult has a long heritage and an amazing amount of science behind its iconic little bottle.

Yakult's unique strain of bacteria, *Lactobacillus casei* Shirota, is scientifically proven to reach the gut alive and there are at least 6.5 billion bacteria in every little bottle of Yakult. Yakult is fat free, gluten free and suitable for vegetarians, and both Yakult and Yakult Light varieties are available in seven bottle packs – one for every day!

But what exactly does '*Lactobacillus casei* Shirota' mean? The strain name is broken down as follows:

***Lactobacillus* (genus):** Made up of two Latin words – '*lacto*' meaning milk, and '*bacillus*' meaning small rod. Lactobacilli are small rod-shaped bacteria, often found in dairy products.

***casei* (species):** Latin for 'cheese', reflecting the association of this species with fermented dairy products.

Shirota (strain): Named after Yakult's founder scientist Dr Shirota.





The production process

To make the perfect bottle of Yakult a few elements are crucial – Yakult's unique bacteria, high quality ingredients, stringent hygiene procedures and quality controls. Did you know that it takes nearly a week of fermentation to make Yakult? This is what makes the production process of Yakult unique. To see how Yakult is made watch the 'Making of Yakult' at yakult.co.uk



✦ Yakult ✦



Yakult fermented skimmed milk drink

Ingredients: water, skimmed **milk** (reconstituted), glucose-fructose syrup, sugar, maltodextrin, flavouring. Contains *Lactobacillus casei* Shirota.

Nutritional Values	Per 100 ml	Per bottle (65 ml)
Energy	280 kJ / 66 kcal	182 kJ / 43 kcal
Fat	0 g	0 g
of which saturates	0 g	0 g
Carbohydrate	15 g	9.6 g
of which sugars	14 g	9.2 g
Protein	1.3 g	0.9 g
Salt	0.04 g	0.03 g

Contains 10^{10} (10 billion) *Lactobacillus casei* Shirota per 100 ml when refrigerated (6.5 billion per bottle).

✦ Yakult Light ✦



Yakult Light fermented skimmed milk drink

Ingredients: water, skimmed **milk** (reconstituted), sweetener: maltitol syrup, glucose-fructose syrup, thickener: polydextrose, flavouring, sweetener: steviolglycosides. Contains *Lactobacillus casei* Shirota.

Nutritional Values	Per 100 ml	Per bottle (65 ml)
Energy	171 kJ / 41 kcal	111 kJ / 27 kcal
Fat	0 g	0 g
of which saturates	0 g	0 g
Carbohydrate	14 g	8.8 g
of which sugars	4.4 g	2.9 g
Protein	1.3 g	0.8 g
Salt	0.04 g	0.03 g

Contains 10^{10} (10 billion) *Lactobacillus casei* Shirota per 100 ml when refrigerated (6.5 billion per bottle).

Popular questions about **Yakult**



What time of the day is best to drink Yakult?

Whenever you like! Many people incorporate Yakult into their daily breakfast routine.

Where is Yakult available?

Yakult is available in all major supermarkets, usually in the yoghurt or milk aisle.

How often should I drink Yakult?

We recommend one bottle a day, but more than one is fine. However, Yakult isn't meant to be a thirst-quencher.

How much cholesterol is in Yakult?

Yakult is free of cholesterol.

Can the bottles be recycled?

Yes, all our bottles are recyclable; please check with your local recycling facility.

Has Yakult got any artificial colouring?

No. Yakult's colouring comes from the natural caramelisation of milk when it's heated during the production process.

Does Yakult contain flavourings?

Yakult contains citrus and vanillin flavourings.

Can I add it to other food?

Yes. Yakult can be added to cereals, smoothies, milkshakes or any other cold foods and drinks. Don't add Yakult to hot food and drinks though; the heat may destroy some of the bacteria.

What's the difference between the red and blue top?

The red top is the original Yakult and blue top is Yakult Light. Both have the same number of unique bacteria, however Yakult Light contains less sugar and has fewer calories.

is **Yakult** suitable for...

...pregnant or breastfeeding mothers?

Yakult can be consumed as part of a normal balanced diet, unless advised otherwise by your doctor or dietitian.

...people taking antibiotics?

Yes. It is safe to drink Yakult whilst taking antibiotics.

...people who are allergic to milk?

Yakult contains skimmed milk so it is not suitable for individuals who are allergic or intolerant to milk.

...vegetarians?

Yes. Yakult contains fermented skimmed milk (and is therefore not suitable for those following a vegan diet) but contains no other animal products.

...people who are lactose-intolerant?

Yakult contains very little lactose (approximately 1g per bottle), so may be suitable for some lactose-intolerant individuals. Please consult your dietitian or doctor.

...people with diabetes?

Yakult is suitable for people with diabetes as part of a normal balanced diet. Each bottle of original Yakult (red top) contains 9.2g of sugar, whilst Yakult Light (blue top) contains 2.9g of sugar. This should be incorporated as part of your total carbohydrate intake.

...people on medication?

Yakult is a food, not a medicine. To our knowledge Yakult does not interact with medicine. If you have any concerns, please consult your doctor.

...people who are intolerant to gluten?

Yes. Yakult is gluten-free.

...children?

Children can drink Yakult as part of their normal diet when they start on solid and varied foods; for very small children we advise that it is diluted and a smaller amount given.



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