

September 12, 2024

KANEKA CORPORATION

Kaneka Releases Cup Type “Watashi no Chikara (My Energy)TM - Q10 Yogurt Brain Care”
— Drink Type, Currently on Sale, Available at Major Retailors —

Kaneka Corporation (Headquarters: Minato-ku, Tokyo; President: Kazuhiko Fujii) will launch the food with functional claims*1 "Watashi no Chikara (My Energy)TM - Q10 Yogurt Brain Care" cup type on September 20 and the new product will be sold through its affiliate company, Kaneka Foods Corporation (Headquarters: Shinjuku-ku, Tokyo; President: Futoshi Fukuzaki).

This cup type yogurt is a new addition to the food with functional claims “Watashi no Chikara (My Energy)TM - Q10 Yogurt Brain Care Drink Type” line up which has been on sale since May this year. We have developed this cup type so customers can choose depending on what fits in with their lifestyle.

The drink type, which has been well received*2, is a food with functional claims that “helps maintain attentiveness” and “helps maintain information processing ability”. It has been highly praised for its functionality focusing on “attentiveness” and “information processing ability”, as well as for its commercial appeal, such as being “delicious and easy to drink” and "easy to continue as habit". Sales start from Friday, September 20 at supermarkets, drugstores, and general merchandise stores, etc. nationwide.

Based on our mission of “Kaneka thinks Wellness First”, Kaneka provides products focused on delicious flavor and health. We will further expand its unique lineup of products including foods with function claims that combine our Lactic-acid bacteria and nutritional supplements to allow customers to choose according to their needs and contribute to people’s health and rich dietary lives.



【Product Features】

- The Commissioner of the Consumer Affairs Agency has accepted notification of this product as having the functions to maintain attentiveness and information processing.
- A food with function claims that contains 100mg of Kaneka’s own active form of coenzyme Q10.

■About “Watashi no Chikara (My Energy)™ - Q10 Yogurt Brain Care Drink Type”

Retailer clients*³: National supermarkets, convenience stores, bakeries, general merchandise stores and Kaneka online shop*⁴

Volume: 100g

Suggested Retail Price: 144yen (155yen incl. tax)*⁵

■About “Watashi no Chikara (My Energy)™ - Q10 Yogurt Brain Care”

Retailer clients*³: National supermarkets, convenience stores, bakeries, general merchandise stores and Kaneka online shop*⁴

Volume: 90g

Suggested Retail Price: 128yen (138yen incl. tax)*⁵

*1. Consumer Affairs Agency – Information on Foods with Function Claims

Drink type (<https://www.fld.caa.go.jp/caaks/cssc02/?recordSeq=42405130130401>) (Japanese only)

Cup type (<https://www.fld.caa.go.jp/caaks/cssc02/?recordSeq=42403010520102>) (Japanese only)

*2. Since its release, Watashi no Chikara (My Energy)™ - Q10 Yogurt series have been favored by many customers and have surpassed a cumulative sales total of 9 million units.

*3. It may not be available depending on the store.

*4. Kaneka online shop: <https://www.kaneka.co.jp/onlineshop>

*5. The price includes consumption tax of 8% as a product eligible for reduced tax.

【Submitted Claim】

This product contains the active form of coenzyme Q10. The active form of coenzyme Q10 has been reported to maintain attentiveness (the ability to remain focused and attentive while working) and information processing ability (the ability to process information properly), which are part of cognitive function in healthy middle-aged and elderly adults.

- Maintain a balanced diet including a staple food, a main dish and side dishes.
- This product is categorized as “Foods with Function Claims”. Unlike “Foods for Specified Health Uses”, this product is not individually pre-approved by the Secretary General of the Consumer Affairs Agency.
- This product is not intended for use in the diagnosis, cure, or prevention of disease.

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 sale of food for bakery, confectionery, and processed foods
- Machine sales
- Planning, development, sales, licensing, store management, e-commerce sales, and e-commerce mall management of consumer products and related products

President: Futoshi Fukuzaki