

New convenient improvements and delicious flavors from Morinaga E-Okasan—perfectly tailored to the tastes of expectant mothers.

Ho Chi Minh City, Vietnam - Morinaga Le May Vietnam Joint Stock Company (abbreviated as MLV), a member of Morinaga Milk Industry Co., Ltd, officially launched 3 new strategic products in the Morinaga E-Okasan nutritional supplement group. In addition to the tin can, consumers can use the product in convenient sticks and ready-to-drink liquid form. Along with improvements in packaging are outstanding improvements in flavor to meet the new nutritional standards and food preferences of Vietnamese women during pregnancy today.

Vietnamese consumers can easily find on the shelves 3 new Morinaga E-Okasan products including Morinaga E-Okasan Vanilla-flavored nutritional drinks in ready-to-drink liquid form and 2 Morinaga E-Okasan sticks, food supplements with milk tea and café au Lait flavors.

E-Okasan is a line of nutritional supplements specially researched for pregnant and lactating women, providing a balance of essential vitamins and minerals such as calcium, folic acid and fiber. Anticipating the trend of pregnant mothers prioritizing low-sugar, light-tasting, easy-to-drink products, especially during morning sickness, Morinaga E-Okasan launched new flavors including 3 flavors of milk tea, café au Lait, and light vanilla, super delicious, to the taste of pregnant mothers. Morinaga E-Okasan also adds vitamins and minerals to ensure adequate nutrition for pregnant mothers in addition to daily meals, for a healthier pregnancy.

The convenient ready-to-drink provides complete nutrition, vitamins and minerals in addition to daily meals, helping pregnant mothers take comprehensive care of their health. This is a strategic step following the success of the Morinaga E-Okasan tin product (800g, powder form). Since its launch in January 2024, the product has received many positive feedback thanks to mild sweetness, pleasant aroma, and ease of drinking throughout pregnancy.



In order to spread and inspire a healthy pregnancy, a relaxed and optimistic spirit, Morinaga regularly organizes meaningful events for the community of pregnant mothers. These activities not only help mothers connect more deeply with their fetuses, but also help mothers reduce stress and fatigue throughout pregnancy.

Combined with a product strategy focusing on taste and enhancing convenience, Morinaga brings a complete nutritional experience, helping pregnant mothers enjoy a more comfortable and gentle pregnancy journey. To realize the goal, MLV has completed the Morinaga E-Okasan 3 set in tin cans, bars and ready-to-drink boxes including: "MORINAGA E-Okasan NUTRITIONAL DRINK", "MORINAGA E-Okasan SUPPLEMENT MILK TEA FLAVOR" and "MORINAGA E-Okasan SUPPLEMENT CAFÉ AU LAIT FLAVOR".

MORINAGA E-Okasan NUTRITIONAL DRINK



Category: Nutritional drinks (for pregnant & lactating women)

Release date: expected nationwide distribution from September, 2025.

Flavor: Light vanilla flavor, easy to drink even when taste changes or loss of appetite during pregnancy. Sweetness and aftertaste are also optimized based on a survey of 100 Vietnamese pregnant mothers (24-35 years old, 6 weeks pregnant).

Features: Light vanilla flavor, delicious and nutritious.

This product is developed by Morinaga Milk Industry Group.

Manufactured and responsible by Morinaga Nutritional Foods Vietnam according to high quality standards and safety management system of Morinaga Milk Japan, exclusively distributed by Morinaga Le May Vietnam.

Quality control: Manufactured at Morinaga Nutritional Foods Vietnam factory (headquartered in Thai Nguyen) according to high quality standards and safety management system of Morinaga Milk Japan.

MORINAGA E-Okasan FOOD SUPPLEMENT



Flavor: Milk Tea Flavor, Café au Lait flavor

Category: Morinaga E-Okasan food supplement for pregnant women and other periods

Packaging: 1 box (20g × 10 bars) × 12 boxes/carton (sold individually at stores).

Launch date: August, 2025.

Flavor selection: Choose between 2 flavors of Milk Tea or Café au Lait flavor, super delicious, suitable for pregnant mothers throughout pregnancy.

Highlights:

- Caffeine-free, safe for mothers during pregnancy and breastfeeding
- Supplement 17 essential vitamins & minerals with fiber and oligosaccharides
- Convenient bar design, easy to mix with hot water or regular water

For more information, please contact info@morinagalemay.com.vn

From: MORINAGA LE MAY VIETNAM JOINT STOCK COMPANY

9-9A No Trang Long, Gia Dinh Ward, Ho Chi Minh City

- End-