

27th September 2023

Morinaga Milk's *Bifidobacterium breve* MCC1274 wins Ingredient of the Year at NutraIngredients-Asia Awards 2023 in the category of Cognitive Function

Morinaga Milk's proprietary probiotics strain, *Bifidobacterium breve* MCC1274 (hereafter referred to as *B. breve* MCC1274) has been awarded “Ingredient of the Year” in the category of Cognitive Function at the prestigious NutraIngredients-Asia Awards hosted by William Reed Business Media. The much-anticipated announcement took place during a gala award ceremony held on the evening of 26th September 2023, marking the first day of the Growth Asia Summit event in Singapore.

The NutraIngredients-Asia Awards celebrate outstanding achievements and breakthrough in the nutrition and supplements industry in the Asia-Pacific region, honoring ingredients, products, and projects that have demonstrated innovation, excellence, and effectiveness. The “Ingredient of the Year” award recognizes outstanding ingredients across six significant categories. In this year's competition, our *B. breve* MCC1274 was selected in the “Cognitive Function” category, surpassing over 15 other entries due to its robust scientific substantiation and innovative application opportunities in the Asia-Pacific region.

As part of the Morinaga Milk Group's 10-year vision, we aim to transforming into a globally recognized company, distinguished by our unique contributions to the world. We have set a target of achieving an overseas sales ratio of at least 15% by the fiscal year ending March 31, 2029. The recognition we have received through this award inspires us to persistently deliver high-quality research, exceptional ingredients and products, and valuable contributions to the enhancement of global health and nutrition.

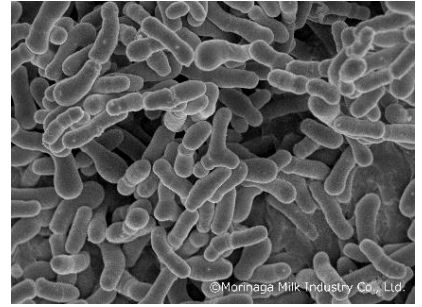


▼About *Bifidobacterium breve* MCC1274

In recent years, significant advancements have been made in the field of gut microbiota research. Particularly, the intricate connection between the brain and the gut, known as the “brain-gut axis”, has garnered substantial attention. As we have delved deeper into exploring this connection and its impact on brain functions, we have selected “*Bifidobacterium breve* MCC1274” among the numerous strains within our bacterial collection.

This proprietary strain of Morinaga Milk is a specific type of human-residential bifidobacteria (HRB) that naturally occurring in the human gut. It was originally discovered in an infant gut. *B. breve* MCC1274 stands out from the thousands of strains in its potential effect on cognitive function. It has shown promise in supporting memory* and spatial awareness, which are integral aspects of cognitive functions that tend to decline with age among healthy middle-aged and elderly individuals.

*Memory, in this context, refers to the capacity to retain and recollect information acquired through visual or auditory experiences.



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