

Morinaga Milk’s *Bifidobacterium breve* MCC1274 wins at first Vitafoods Innovation Awards 2025 in the category of Cognitive and Emotional Health Ingredient

Morinaga Milk’s proprietary probiotics strain, *Bifidobacterium breve* MCC1274 (hereafter referred to as *B. breve* MCC1274) has been awarded in the category of Cognitive and Emotional Health Ingredient at the prestigious Vitafoods Innovation Awards hosted by Informa Markets. The much-anticipated announcement and ceremony took place on the evening of 20th May 2025, marking the first day of the Vitafoods Europe event in Barcelona.

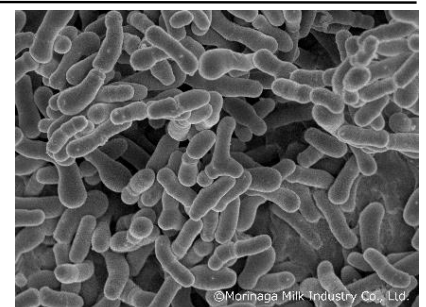
The Vitafoods Innovation Awards are new for 2025, and celebrate the outstanding ingredients, finished products, partnerships and initiatives that are redefining the nutraceutical landscape. Among the seven categories, our *B. breve* MCC1274 was nominated in the “Cognitive and Emotional Health Ingredient” category. Following the evaluation by the organization and judges, it was selected as the winner, recognized for its innovation and significant contribution to products aimed at enhancing cognitive and/or emotional health.

As part of the Morinaga Milk Group’s Medium-Term Business Plan, we aim to further transforming into a globally recognized company, distinguished by our unique contributions to the world. We have set a target to achieve an overseas sales ratio of at least 15% by the fiscal year ending March 31, 2029. The probiotics business, in particular, is considered a growth area for the company. The recognition we have received through this award inspires us to consistently 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 and healthy ageing. 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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