



February 5, 2019

Notice Regarding Repricing of Milk, Yogurt, and Other Products

Morinaga Milk Industry Co., Ltd. (Head Office: Minato-ku, Tokyo; President: Michio Miyahara; “Morinaga Milk”), hereby announces the repricing of milk, yogurt, and other products to take effect on Monday, April 1, 2019.

The Japanese dairy business currently faces a challenging environment due to rising feed prices and labor costs. Production of raw milk has also continued to drop as dairy producers decrease in number. In order to ensure a continued supply of safe and reliable domestic products under these conditions, an agreement has recently been reached with the producers’ association to raise the trading price of the raw material milk for various applications, starting in April 2019.

In addition, as labor and distribution costs have grown due to an intensifying labor shortage, the prices of packaging materials and energy costs have also risen in recent years.

Although Morinaga Milk has worked to reduce costs through various voluntary efforts in areas such as manufacturing and distribution, the increases in the cost of raw ingredients, etc. have reached a level that can no longer be absorbed by corporate efforts alone. The company has therefore decided to enact repricing, as described below.

Going forward, Morinaga Milk will continue to make the utmost effort to put safety and reliability first, and strive to ensure a stable supply of products with value to customers.

1. Targeted Products

Milk, yogurt, and other products

2. Details of Repricing

(1) Repriced Products: 35 products to be revised by 3.0% to 8.3%

(2) Products with Revised Trading Prices: 10 products to be revised by about 3.0% to 7.0%

*See the attachment for details of targeted products and revised prices.

3. Date

Starting with shipments on Monday, April 1, 2019

Attachment

(1) Revised Prices

35 products: 3 beverages, 31 yogurt products, and 1 chilled dessert

	Product name	Volume	Suggested Retail Price (without tax)		Amount of Change	Change rate	Repricing Date
			Current	Revised			
Beverages	Rich 4.2 Milk	1,000 ml	320 yen	330 yen	+10 yen	3.1%	April 1
	Morinaga Coffee	500 ml	100 yen	105 yen	+5 yen	5.0%	April 1
	Morinaga Cafe au Lait	1,000 ml	180 yen	190 yen	+10 yen	5.6%	April 1
Yogurt	Bifidus Yogurt	400 g	210 yen	220 yen	+10 yen	4.8%	April 1
	Bifidus Fat-free Yogurt	400 g	210 yen	220 yen	+10 yen	4.8%	April 1
	Bifidus Yogurt Aloe 4 pot	75 g x 4	250 yen	260 yen	+10 yen	4.0%	April 1
	Bifidus Yogurt Variety Pack 4 pot	75 g x 4	250 yen	260 yen	+10 yen	4.0%	April 1
	Bifidus Yogurt Nata de Coco 4 pot	75 g x 4	250 yen	260 yen	+10 yen	4.0%	April 1
	Bifidus Yogurt Strawberry + Blueberry 4 pot	75 g x 4	250 yen	260 yen	+10 yen	4.0%	April 1
	Bifidus Yogurt Peach Mix + Orange 4 pot	75 g x 4	250 yen	260 yen	+10 yen	4.0%	April 1
	Bifidus Sweetened Yogurt 4 pot	75 g x 4	240 yen	250 yen	+10 yen	4.2%	April 1
	Bifidus Drink Yogurt	750 g	210 yen	220 yen	+10 yen	4.8%	April 1
	Bifidus Fat-free Drink Yogurt	750 g	210 yen	220 yen	+10 yen	4.8%	April 1
	Bifidus Sweetened Yogurt	112 g	110 yen	115 yen	+5 yen	4.5%	April 1
	Morinaga Aloe Yogurt 2 pack	80 g x 2	190 yen	200 yen	+10 yen	5.3%	April 1
	Morinaga Aloe Yogurt	118 g	125 yen	130 yen	+5 yen	4.0%	April 1
	Morinaga Fat-free Aloe Yogurt	118 g	105 yen	110 yen	+5 yen	4.8%	April 1
	Morinaga Large Grain Aloe & Yogurt	140 g	161 yen	166 yen	+5 yen	3.1%	April 1
	Morinaga Aloe & Yogurt, Double Texture with Soft Yellow Peach	118 g	150 yen	155 yen	+5 yen	3.3%	April 1
	Morinaga Aloe Yogurt, Handy Style	135 g	156 yen	161 yen	+5 yen	3.2%	April 1
	Greek Yogurt PARTHENO Plain, Using No Sugar	100 g	141 yen	146 yen	+5 yen	3.5%	April 1
	Greek Yogurt PARTHENO Plain, Sweetened	100 g	141 yen	146 yen	+5 yen	3.5%	April 1
	Greek Yogurt PARTHENO with Honey	80 g	160 yen	165 yen	+5 yen	3.1%	April 1
	Greek Yogurt PARTHENO with Blackcurrant Sauce	80 g	160 yen	165 yen	+5 yen	3.1%	April 1
	Greek Yogurt PARTHENO with Blueberry Sauce	80 g	141 yen	146 yen	+5 yen	3.5%	April 1
	Greek Yogurt PARTHENO with Strawberry Sauce	80 g	141 yen	146 yen	+5 yen	3.5%	April 1
	Greek Yogurt PARTHENO with White Peach Sauce	80 g	141 yen	146 yen	+5 yen	3.5%	April 1
	Everyday Refreshing Yogurt	100 g	128 yen	133 yen	+5 yen	3.9%	April 1
	Lactoferrin Yogurt	112 g	125 yen	130 yen	+5 yen	4.0%	April 1
	Lactoferrin Drink Yogurt	112 g	125 yen	130 yen	+5 yen	4.0%	April 1
	Yogurt Smoothie Berry Mix	190 g	140 yen	145 yen	+5 yen	3.6%	April 1
Yogurt Smoothie Peach Mix	190 g	140 yen	145 yen	+5 yen	3.6%	April 1	
Zakumori Fruit Yogurt	200 g	165 yen	170 yen	+5 yen	3.0%	April 1	
Yogurt with Day's Worth of Iron, Berry & Prune	135 g	156 yen	161 yen	+5 yen	3.2%	April 1	
Chilled desserts	Morinaga Yaki Pudding	140 g	120 yen	130 yen	+10 yen	8.3%	April 1

(2) Revised Trading Prices

10 products: 10 milk products (trading prices to be revised by about 3% to 7%)

	Product name	Volume	Suggested Retail Price (without tax)	Repricing Date
Milk products	Morinaga Gyunyu Milk	1,000 ml	Discretionary price	April 1
	Morinaga Oishii Gyunyu Milk	1,000 ml	Discretionary price	April 1
	Morinaga Oishii Gyunyu Low-fat Milk	1,000 ml	Discretionary price	April 1
	Makiba no Sora Milk	1,000 ml	Discretionary price	April 1
	Morinaga Ajiwadayori Milk	1,000 ml	Discretionary price	April 1
	Morinaga Hokkaido 3.6 Milk	1,000 ml	Discretionary price	April 1
	Morinaga Gyunyu Milk	500 ml	Discretionary price	April 1
	Morinaga Oishii Gyunyu Milk	500 ml	Discretionary price	April 1
	Morinaga Oishii Gyunyu Low-fat Milk	500 ml	Discretionary price	April 1
	Morinaga Gyunyu Milk	200 ml	Discretionary price	April 1

*The prices of regional products not listed above will also be revised.

*No manufacturer's suggested retail prices are set for milk.