



Morinaga Milk's Probiotic *Bifidobacterium longum* BB536

Wins 2020 NutraIngredients-Asia Award for 'Editors' Award for the Infant & Child Nutrition of the Year'

TOKYO (OCT, 2020) — Morinaga Milk Industry Co., Ltd. (TOKYO:2264), a key global probiotics manufacturer, today announced its proprietary probiotic *Bifidobacterium longum* BB536 had won the 2020 NutraIngredients-Asia Awards for 'Editors' Award for Infant & Child Nutrition of the Year'. The award was presented at a virtual ceremony on September 22.

Bifidobacterium longum BB536 is a clinically-documented probiotic strain that has a proven record of safety and efficacy, supported by more than 200 scientific studies (as of September 2020). BB536 was originated from the gut of a healthy breast-fed infant in 1969 and renowned as a prominent multifunctional Human-Residential *Bifidobacterium* (HRB) strain that has a long history of safe use in promoting a healthy gut and beyond. Due to its well-consolidated regulatory oversight, quality assurance, and clinical efficacy, BB536 has gained commercial success for more than 40 years worldwide.



Two years in a row

Embracing a significant milestone, Morinaga Milk is proud to have received this prestigious award around the infant and child nutrition segment two years in a row. Following our proprietary probiotic strain, *Bifidobacterium breve* M-16V won the Ingredient of the Year for Infant Nutrition last year, our flagship probiotic strain, *Bifidobacterium longum* BB536 has led its way to the Editors' Award for Infant and Child Nutrition Initiative of the Year.

"We are honored that the industry has once again recognized the scientific rigor of our proprietary HRB probiotic strains. Over the past few decades, we have been striving to contribute to the health of babies around the world by supplying health-promoting probiotic ingredients. I am pleased that our efforts have been recognized," said Dr. Abe, Corporate Officer and General Manager of Food Ingredients & Technology Institute of Morinaga Milk. "This award is another acknowledgement of the quality of science, innovation, commercial success, and market potential of our HRB probiotics in infant nutrition market," he added.



What the judges said

Morinaga Milk's HRB probiotics – bifidobacterial probiotics of high compatibility with humans – specifically address consumer needs for natural, high quality, highly safe and efficacious value-adding probiotics ingredient that can help support healthy infant and child development. The commercial success worldwide also made BB536 stand out from the crowd.

The judges were very impressed with the wealth of scientific substantiation over many years, coupled with clear evidence of ongoing innovation to meet evolving consumer needs.

About the NutraIngredients-Asia Awards

The NutraIngredients-Asia Awards, now in their third year, continue to reward true innovation, long-term market success and cutting-edge research in the food and dietary supplements industry. It is an industry-wide celebration of success that honors the best and brightest star in the industry.

The NutraIngredients-Asia Awards are organized by the team behind the market-leading NutraIngredients-Asia, which is the key news source for the functional food & beverage and dietary supplement industries, and supported by a stellar panel of independent judges. The awards recognize the hard work and commitment to excellence of the ingredients, finished products, companies, experts, and initiatives in the industry.

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