

# **Yakult Germany**

25 Years in Neuss





**Yakult Deutschland GmbH**  
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# What is Yakult?

- **1930:** Dr. Minoru Shirota succeeds in selecting and cultivating *L. casei* Shirota.
- **1935:** Dr. Shirota launches the drink Yakult.
- **1955:** Establishment of Yakult Honsha Co, Ltd. and a research institute.
- **1963:** Introduction of the Yakult Ladies distribution system.
- **1968:** New bottle design.



# Yakult's Way Around The World



- Available in 40 countries and regions worldwide.
- Over 40 million people drink Yakult every day.
- 1964: First foreign branch in Taiwan.

# Yakult in Europe and Germany

- **1994:** Opening of production facility in Europe in Almere, Netherlands.
- **Europe:** 3 Yakult varieties available.
- **1996:** Market launch of Yakult Original in Germany. Office in Neuss.



# What do we value about Neuss?

- Good infrastructure
- North Rhine-Westphalia as Germany's most populous state.
- Support
- Rhenish cordiality



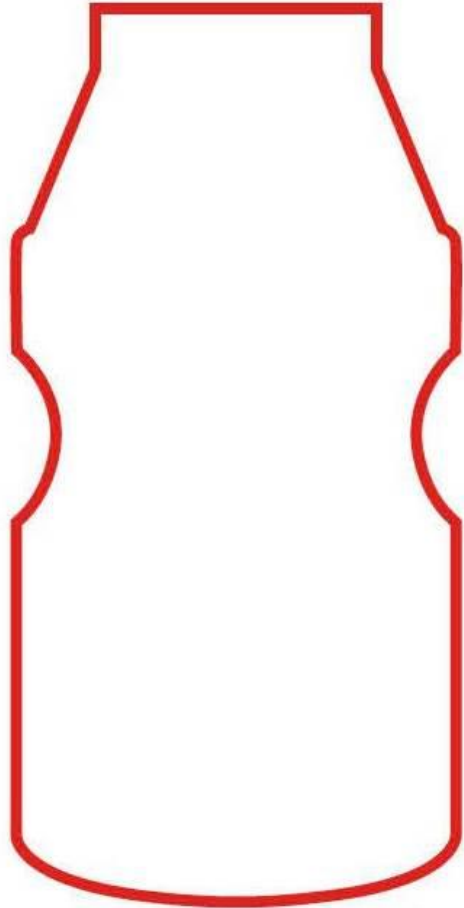
<https://www.neuss.de/wirtschaft/standort-neuss/standort>

# From Neuss to all over Germany



- The entire business for Germany is managed from Neuss.
- Distribution initially began in North Rhine-Westphalia and was then gradually expanded to all of Germany.
- Strongly rooted in Neuss.





**Thank you very much for the  
25 years together!**