

2021 September

World Scope



Mitsubishi Monitor introduces some of the latest news about Mitsubishi companies as they play an active role on the world stage.



Kirin Holdings

Launch of β -Lactolin Series as Foods with Functional Claims

A new product series carrying the Japanese government's "Foods with Functional Claims" label, and containing Kirin Holdings original β -lactolin milk-derived peptide, has been launched by three Kirin group companies and by Megmilk Snow Brand. The milk-derived β -lactolin peptide was discovered during yearslong brain research by Kirin Holdings, in cooperation with Kyowa Kirin and Koiwai Dairy Products. Kirin Holdings have found its development as foods with functional claims to help retain memory capacity which tends to decline with age. In addition, joint research between Kirin Central Research Institute and Keio University has, in a world first, unraveled the mechanism by which the glycine-threonine-tryptophan-tyrosine (GTWY) peptide, a β -lactopeptide (β -lactolin), improves concentration. The results of this research were published by the Japan Society for Bioscience, Biotechnology, and Agrochemistry in March 2021.

The β -lactolin series of "functional claims" products launched from April to June 2021



Megmilk Snow Brand's
"Kiokukea Yogurt β -lactolin"



Kirin Beverage's
"KIRIN β -Lactolin"



Koiwai Dairy Products'
"KOIWA β -Lactolin milk"



Kyowa HAKKO BIO's
"KYOWA HAKKO BIO β -Lactolin"

https://www.kirinholdings.com/en/newsroom/release/2021/0302_01.pdf



For more information about the Mitsubishi companies, see "mitsubishi.com"

■ <https://www.mitsubishi.com/en/>



The *Mitsubishi Monitor* is published by the Mitsubishi Public Affairs Committee

Marunouchi Nakadori Bldg., 2-3, Marunouchi 2-chome, Chiyoda-ku, Tokyo 100-0005, Japan
Phone: 81-3-5218-8660 Fax: 81-3-5218-8661

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