

Kewpie Corporation

1-4-13 Shibuya, Shibuya-Ku, Tokyo 150-0002, Japan

Kewpie to release a food with function claims, “Deare Plus”

To help maintain immune function in healthy people
and reduce nasal discomfort caused by pollen, dirt, house dust, etc.

Tokyo, Japan (November 9, 2023)—Kewpie Corporation (“Kewpie”) is going to release a food with function claims “Deare Plus” containing acetic acid bacteria GK-1, which helps maintain immune function in healthy people, on Monday, December 4th (mail-order sales). Kewpie will also promote the supply of the raw material used in this product, acetic acid bacteria, for industrial use.

Deare Plus is a supplement containing acetic acid bacteria GK-1 (*G. hansenii* GK-1) and GABA. Acetic acid bacteria GK-1 have been reported to activate plasmacytoid dendritic cells (pDCs) to help maintain immune function in healthy people and reduce nasal discomfort caused by pollen, dirt, house dust, etc. GABA has also been reported to reduce temporary mental stress and fatigue from work or study.

Deare Plus was received by the Consumer Affairs Agency in April 2023. It contains functional substance with two functions, “maintaining immune function” and “reducing nasal discomfort caused by pollen, dirt, house dust, etc.”, which were first ever accepted as a food with function claims. Adding a further function of GABA to reduce fatigue from temporary stress, this original supplement of Kewpie, which is expected to have three functions, will be available by mail order.



Acetic acid bacteria

Kewpie has engaged in research and development of acetic acid bacteria through production of vinegar, one of the main ingredients of mayonnaise, at Kewpie Jyozo Co., Ltd., a member of the Kewpie Group. Acetic acid bacteria are fermentative bacteria essential for making vinegar and are a general term for bacteria that make acetic acid, a component of vinegar, from alcohol. Eleven years ago, Kewpie discovered that acetic acid bacteria have a great potential to contribute to maintaining health besides making vinegar. The acetic acid bacteria business was selected as the first theme of the in-house competition system, which produced YOITOKI*¹ (now upgraded to YOITOKI One) for drinkers marketed in 2016 and Deare, the predecessor of Deare Plus, marketed in 2020. The sales of Deare have increased about five times since the first year, owing to favorable responses from users with nasal discomfort caused by pollen. Since the launch of Deare, Kewpie has conducted surveys and

Disclaimer: This English version is a translation of the original in Japanese for your convenience. In case of a discrepancy, the Japanese original shall prevail. We shall not be liable for any losses caused by reliance on the accuracy or reliability of translated information.

interviews with more than 500 people suffering from nasal discomfort caused by pollen, dirt, etc., to further improve the value of the product. The survey revealed that there is a high demand for maintaining immune function from winter to spring when pollen is scattered. This repeated research has led to the release of Deare Plus. Recently, there is high demand for maintaining immune function throughout the year. To meet this demand, Kewpie promotes Deare Plus as a supplement that can be widely used not only by people suffering from nasal discomfort.

*1 YOITOKI for drinkers: A supplement containing acetic acid bacteria enzymes

Kewpie will continue to research ingredients that contribute to the maintenance of health as well as the provision of great taste with the aim to be “a group contributing to the food culture and health of the world,” as stated in its philosophy.

Sales of Raw Material Acetic Acid Bacteria

- It is possible to supply acetic acid bacteria GK-1 (*G. hansenii* GK-1) in accordance with the food with function claims system.
- The content of functional ingredients or the number of acetic acid bacteria GK-1 (*G. hansenii* GK-1) per recommended daily intake is nine billion for maintaining immune function and 40 billion for reducing nasal discomfort caused by pollen, dirt, house dust, etc. (Double health claims may be indicated if more than 40 billion bacteria are contained.)
- High suitability for processing (heat-resistant, almost tasteless/only slight fermentation odor, no risk of contamination of production line since bacteria are killed)
- The function of reducing nasal discomfort caused by pollen, dirt, house dust, etc., is expected to synergize with lactic acid bacteria. (Academic data available)

The overview of Deare Plus is shown below.

1. Product Name, Content, Price, and Best-before period

Brand	Product name	Content	Reference price	Best-before period
Kewpie	Deare Plus	For seven days 14 tablets	1,000 yen (excluding tax) 1,080 yen (including tax)	36 months
		For 30 days 60 tablets	3,500 yen (excluding tax) 3,780 yen (including tax)	

2. Date of Shipment

Monday, December 4, 2023

3. Product Highlights

- This food with function claims contains acetic acid bacteria GK-1 (*G. hansenii* GK-1) and GABA. (Notification number: I1)
- The recommended daily intake of two tablets contains 40 billion acetic acid bacteria GK-1 and 28 mg GABA.

- Acetic acid bacteria GK-1 reportedly activate plasmacytoid dendritic cells (pDCs) to help maintain immune function in healthy people and reduce nasal discomfort caused by pollen, dirt, house dust, etc.
- GABA reportedly reduces temporary mental stress and fatigue caused by work or study.
- GABA has been included since stress and fatigue are likely to be related to nasal discomfort.

4. Distribution Route

Deare Plus will be sold at e-commerce malls, mainly on Kewpie Group's e-commerce site Kewpie Wellness.

Kewpie Wellness (Only available in Japan)

URL: <https://shop.kewpiewellness.com/>

About Food with Function Claims

- This product has been notified to the Secretary-General of the Consumer Affairs Agency for labeling that specific health effects can be expected under the responsibility of the business operator. However, unlike food for specified health uses, this product has not been subject to individual examination by the Secretary-General of the Consumer Affairs Agency.
- This product is not intended for diagnosis, treatment, or prevention of diseases.
- Having a balanced diet based on staple foods, main dishes, and side dishes is important.

Reference

The world's first paper reporting that GK-1, an acetic acid bacterium, acts on plasmacytoid dendritic cells (pDCs) in humans:

Tanaka T et al., Jpn Pharmacol Ther. 2022, 50: 2237-48.