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## **ALOVE To Debut Three New Flavors Of Japanese-style Aloe Vera Yogurt At The Winter Fancy Food Show**

*Following Successful Launch, Morinaga Adds Peach, Kiwi And Vanilla Flavors To ALOVE Line Of Yogurts*

Torrance, CA, January 3, 2018 - - Today, Morinaga Nutritional Foods, Inc., announced it will debut three new flavors of their aloe vera-based Japanese-style yogurt, [ALOVE](#), at the upcoming Winter Fancy Food Show in San Francisco. After a successful U.S. launch last summer, Morinaga, the creators of ALOVE yogurt, are adding Peach, Kiwi and Vanilla flavors. Current ALOVE aloe vera yogurt flavors include Original Aloe Vera, Strawberry and Blueberry.

Japan-based Morinaga introduced a new yogurt experience to U.S. customers last summer when they became the first company to offer Japanese-style aloe vera yogurt. A popular fan favorite in Japan, last summer Morinaga brought their aloe vera yogurt to the U.S. Aloe vera yogurt has been popular in Japan since Morinaga pioneered it there in 1994 and has become the country's #1 fruited yogurt. The company uses a proprietary process to remove succulent pieces of aloe vera gel from the plant's leaves where it is then mixed with its uniquely smooth and silky, Japanese-style yogurt. ALOVE is made with Grade A milk sourced from California and is also a good source of calcium and protein. It is also

verified non-GMO, aoinis not detected , has no artificial flavors, no high-fructose corn syrup and is certified gluten-free by the Gluten-Free Certification Organization (GFCO).

“Yogurt fans have eagerly expressed enthusiasm for international styles of yogurt, such as Greek and Icelandic, over the past few years. We strongly believe that aloe vera yogurt is poised to be the next category craze,” says Hiroyuki Imanishi, President and CEO of Morinaga Nutritional Foods, Inc. “The in-depth research we conducted before launching in the U.S. indicated consumers have great interest in our Japanese-style aloe vera yogurt, which is a silkier, smoother style of yogurt.”

ALOVE aloe vera yogurt is currently available in more than 400 stores across the west coast and southwest of the U.S. with distribution rapidly growing across the country. For more information about ALOVE please visit: [www.loveyogurt.com](http://www.loveyogurt.com)

ALOVE will be exhibiting at Booth #576 at the Winter Fancy Food Show in San Francisco at the Moscone Center from January 21<sup>st</sup>- 23<sup>rd</sup>.

#### **About Morinaga Nutritional Foods, Inc.**

Morinaga Nutritional Foods, Inc. (MNF), a subsidiary of Japanese dairy giant Morinaga Milk Industry, Co., Ltd, is a manufacturer of soy and dairy products based in Torrance, California. The company produces the popular Mori-Nu Silken Tofu brand, a line widely sold across the U.S. and around the world, as well as the industrial and food service ingredient Silken Soy Puree. Its soy products are sold in a unique aseptic package that protects fresh tofu from light and bacteria, allowing for a long shelf life without the need for refrigeration and use of preservatives. The Institute of Food Technologists voted Morinaga’s packaging "The #1 food science innovation of the last 50 years." The company recently debuted ALOVE, a Japanese- style aloe vera yogurt. For more information about ALOVE, visit [www.loveyogurt.com](http://www.loveyogurt.com). For information about Morinaga Milk Nutritional Foods, Inc., visit [www.morinu.com](http://www.morinu.com).