



ALOE MEETS YOGURT: ALOVE DEBUTS AT EXPO WEST

A long-time favorite in Japan, aloe vera yogurt is coming to the U.S. and is poised to be the next big craze that invigorates the yogurt category.



Torrance, CA, March 9, 2017 – A delicious and nutritious first-of-its-kind yogurt experience is coming to the U.S. by way of Japanese market-leader [Morinaga Nutritional Foods, Inc.](#) As a long-time favorite Japanese snack, aloe yogurt is ready to claim its rightful spot in U.S. dairy aisles. [ALOVE](#) introduces a vibrant, innovative, smooth and refreshing snack experience to American consumers. With promising research showcasing health benefits associated with aloe-based ingredients in yogurt, along with swelling demand for Japanese products, ALOVE is poised to reinvigorate the yogurt category, à la Greek yogurt nearly a decade ago.

Food Trend Meets Market Opportunity

[Marie Claire UK Magazine](#) referred to aloe vera juice as the latest beauty and health craze, citing a wide array of benefits. [A Japanese study](#) recently published in *Skin Pharmacology and Physiology* shows that women who consumed aloe sterol-fortified yogurt daily over 12 weeks revealed statistical differences in skin elasticity, skin moisture, collagen score, and transepidermal water loss. Aloe vera's functional properties, along with trending U.S. consumer demand for Japanese cuisine, which Whole Foods names among the top trends to watch in 2017, places ALOVE on a trajectory to become America's next big yogurt trend.

“Healthy foods and longevity are hallmarks of Japanese culture,” commented Hiroyuki Imanishi, President and CEO, Morinaga Nutritional Foods, Inc. “We’ve been enjoying aloe yogurt for decades as a light, nutritious and delicious snack. We think it could be the spark that revitalizes American yogurt sales the way Greek yogurt did in the past.”

About ALOVE Japanese-Style Yogurt

ALOVE is a delicious and nutritious, kosher-certified yogurt snack that offers a good source of protein and calcium, with no artificial flavors. Made in the U.S. from locally sourced California milk, the product contains zero high-fructose corn syrup, is gluten-free and does not contain aloin. ALOVE is made via Morinaga's proprietary process; fresh aloe is removed from the aloe plant leaves, leaving only the best and tastiest parts, and then mixed into creamy yogurt. ALOVE comes in three delicious flavors: Original Aloe, Strawberry and Blueberry.

To taste ALOVE for yourself, visit Morinaga Nutritional Foods, Inc. – Booth #2863 at Natural Products EXPO WEST in Anaheim, CA at the Anaheim Convention Center March 10-12, 2017.

To learn more about ALOVE, visit www.loveyogurt.com.

Twitter: @loveyogurt

Instagram: loveyogurt

Facebook: <https://www.facebook.com/loveyogurt/>

About Morinaga Nutritional Foods, Inc.

Morinaga Milk Industry Co., Ltd. has over a century of rich history steeped in dairy manufacturing and technological expertise in Japan. In 1985, the company formed Morinaga Nutritional Foods, Inc. and began marketing aseptically packaged tofu, which is sold in the United States under the Mori-Nu brand name. The Institute of Food Technologists voted Morinaga's packaging "the #1 food science innovation of the last 50 years" because it increases nutrient retention and flavor while ensuring food safety. For recipes, tofu tips, or to purchase products visit www.morinu.com. For more information about Morinaga Milk Industry Co., Ltd., visit www.morinagamilk.co.jp/english. Connect with us via Facebook.com/morinutofu and Twitter @MorinagaTofu.

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