



MEGMILK SNOW BRAND

Our History & Message

One of Megmilk Snow Brand's predecessors was the Hokkaido Cooperative Creamery Association, which was created as a producers' organization with the aim of saving dairy farming in Hokkaido, where the region faced predicaments brought on by food policies following the Great Kanto Earthquake of 1923.

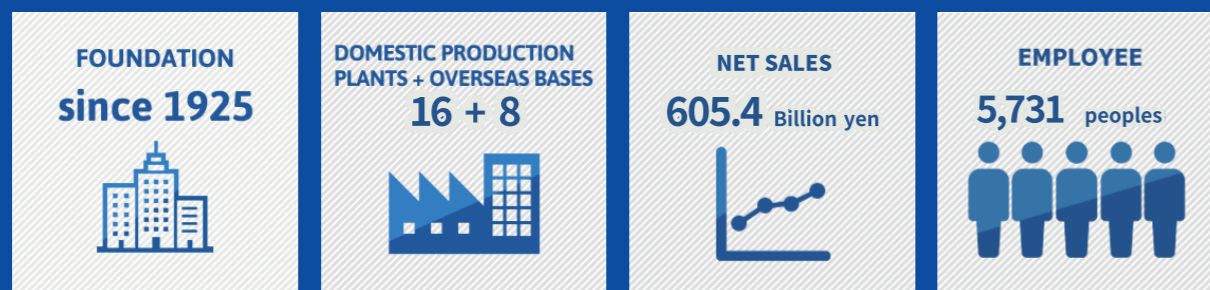
The social issue at the time of our establishment was the stabilization and enrichment of people's diets in Japan. Our founders started a business to solve this issue through dairy farming.

Today, the significance of our existence and our purpose lie in our efforts to solve many different social issues by offering value created throughout the dairy farming value chain.

Going forward, the Megmilk Snow Brand Group will do our best to remain a corporate group that fulfills society's expectations.

We will celebrate our 100th anniversary in 2025.

MEGMILK SNOW BRAND is Japanese dairy manufacturer



※FY2023 results

(1) Our website

<https://www.meg-snow.com/english/>



(2) Our functional ingredient website

<https://www.meg-snow.com/functional-ingredient/>



MEGMILK SNOW BRAND

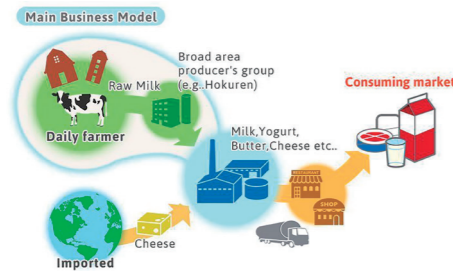


FUNCTIONAL INGREDIENTS



What Megmilk Snow Brand Can Do

1.As a bridge from dairy farmers to consumers.



2.Value creation through R&D



Megmilk Snow Brand Milk Science Research Institute

Our Ingredients List

Ingredient name	Health Benefits	Regulatory status	Certification
MBP	Increases Bone Density	Japan : ① Food for Specified Health Uses ② Foods with Functional Claims USA : GRAS Korea : HFFI	Halal, Kosher FSSC22000
SBT2055 (<i>Lactobacillus paragasseri</i> SBT2055)	Reduces Visceral Fat Reduces Subcutaneous Fat Intestinal Regulation Immunomodulation	Japan : ① Food for Specified Health Uses ② Foods with Functional Claims	Supplements : FSSC22000 Foods : Halal, Kosher FSSC22000
HW3 (Whey Peptide HW-3)	Promotes Muscle Protein Synthesis	—	Halal, Kosher FSSC22000
SBT2171 (<i>Lactobacillus helveticus</i> SBT2171)	Relieves Eye and Nasal Discomfort	Japan : Foods with Functional Claims	FSSC22000

The "MBP" is discovered and named by MEGMILK SNOW BRAND.
The "SBT" in "SBT2055" & "SBT2171" is the abbreviation for "Snow Brand Type Culture Collection", a term named by MEGMILK SNOW BRAND.

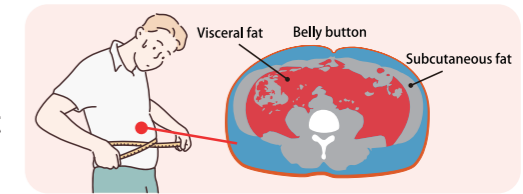
SBT2055

(*Lactobacillus paragasseri* SBT2055)



Health Benefit

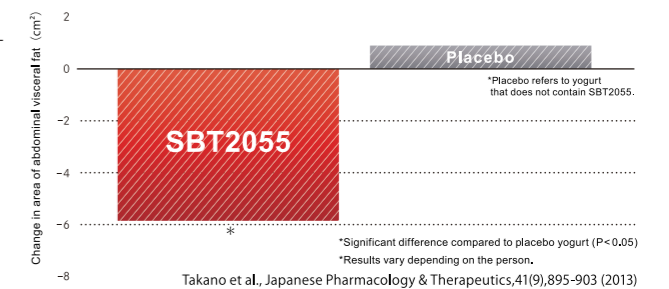
- Reduces Visceral Fat
- Reduces Subcutaneous Fat
- Improves Intestinal Environment
- Modulates Immune System



About "SBT2055"

- "SBT2055" is a type of bacteria that exists in the human intestine and can remain there for a long time.
- Strain type: Live bacteria
- Recommend dosage 1billion ~ 100 billion per day
- Abundant research data and evidence (clinical and animal)
- 【For Supplements】**
 - Product format : Powder
 - Storage conditions : Refrigerated (below 10°C)
- 【For Foods】**
 - Product format : Frozen concentrated starter
 - Storage conditions : Frozen (below -45°C)

Change in abdominal visceral fat area after 12 weeks of consumption



On average, abdominal visceral fat area decreased by 5.2%(5.9㎠) after 12 weeks of consumption

Application

Supplements



Foods



MBP

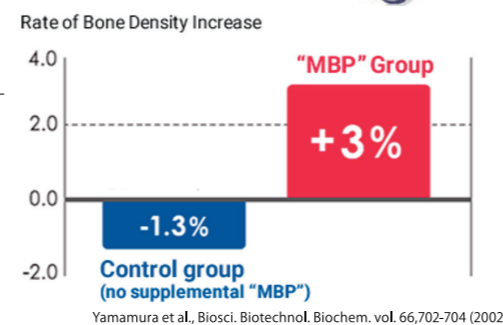


Health Benefit

- Increases Bone Density

About "MBP"

- "MBP" is a rare protein that exists in only 0.005% of milk
- Recommend dosage 40mg per day
- Abundant research data and evidence (clinical and animal)
- Product format : Powder
- Storage conditions : Refrigerated (below 10°C)
- Shelf life : 36 months



Application

Supplements



Foods



Health Benefit

- Promotes Muscle Protein Synthesis

About "HW-3"

- Whey peptide made by cutting milk-derived proteins into small pieces
- Recommend dosage 10g per day
- Product format : Powder
- Storage conditions : Room temperature (below 25°C)
- Shelf life : 36 months

Application

Supplements



Foods



SBT2171

(*Lactobacillus helveticus* SBT2171)



Health Benefit

- Relieves Eye and Nasal Discomfort caused by house dust, mites, and pollen.

About "SBT2171"

- "SBT2171" is a type of bacteria that owned by Megmilk Snow Brand that are using as starters in cheese production.
- Strain type: Live and dead bacteria
- Recommend dosage 1 billion per day
- Product format : Powder

Application

Supplements



Foods



This information is not intended for the final consumer. This is based on the research and our development work and is, to the best of our knowledge, reliable. However, "MEGMILK SNOW BRAND" does not assume any liability or risk involved in the use of its final products, and Manufacturers should check regulatory status of any claims according to the intended use of their products.