

## Kirin Holdings Wins 1st STOP Infectious Disease Award Gold Prize

*Lactococcus lactis* strain Plasma recognized as a national contributor to the health of Japan

**TOKYO, Thursday March 25, 2021** - Kirin Holdings Company, Limited (Kirin Holdings) received the 1st STOP Infectious Disease Award Gold Prize in the [Japan Resilience Awards 2021](#) by the [Association for Resilience Japan](#) on March 18<sup>th</sup>. Kirin Holdings was recognized for the discovery of its proprietary *Lactococcus lactis* strain Plasma and its achievement of the “foods with functional claims” labeling of products containing *Lactococcus lactis* strain Plasma. This award recognizes Kirin Holdings as a major contributor to national policies to improve the health of Japan’s population.

### ● What is the Association for Resilience Japan?

The JRPJC is an organization established for the purpose of “building a resilient nation” through the collective efforts of industry, academia, government, and the private sector. Its goal is to promote and achieve the Japanese government’s Fundamental Plan for National Land Resilience - itself based on the Basic Act for National Resilience Contributing to Preventing and Mitigating Disasters for Developing Resilience in the Lives of the Citizenry.



STOP Infectious Disease Award

Grand Prix Logo

### ● The Japan Resilience Awards’ STOP Infectious Disease Award

The Japan Resilience Awards have been held since 2015 to recognize and honor companies and organizations that are engaged in activities, technological developments, and product developments that contribute to the creation of a strong and resilient nation, region, people, and industry.

Now in its seventh year, the Japan Resilience Awards 2021 has four categories: Corporate/Industry, Local Government, Educational Institution, NPO/Civic Activity, and the Regional Plan for National Land Resilience Award, which was added in 2017.

### ● *Lactococcus lactis* strain Plasma and CSV

The Kirin Group has formulated the Kirin Group Vision 2027, a long-term management plan, and aims to create value in areas ranging from food to medicine, and become a leading company in CSV\*1 worldwide. To achieve this goal, Kirin Holdings is promoting the development of its Health Science business, which contributes to people's health. As one of these efforts, Kirin Holdings is sequentially rolling out products containing *Lactococcus lactis* strain Plasma, which was the [first functional food with an immune function to be accepted for notification by the Consumer Affairs Agency on August 7, 2020](#), across the Group from November 2020. Against the backdrop of the recent rise in awareness of immunity measures, the cumulative sales of *Lactococcus lactis* strain Plasma-related products in Japan and overseas from January to February 2021 have been strong, increasing by approximately 30% year on year.



CEO Yoshinori Isozaki (second from left) and Kirin Holdings’ Dr. Daisuke Fujiwara, the founder of *Lactococcus lactis* strain Plasma (second from the right).

\*1: Creating Shared Value. Combined added value for consumers as well as for society at large.