

**Kirin Holdings Represents the Food Industry in the Research Group for
Promotion of New Lifestyles against Infectious Diseases**

Kirin Holdings chosen for its *Lactococcus lactis* strain Plasma contributions

TOKYO, Friday March 26, 2021 - Kirin Holdings Company, Limited (Kirin Holdings) will participate in the Research Group for Promotion of New Lifestyles against Infectious Diseases, to be launched by the [Association for Resilience Japan](#) on Thursday, March 25. Kirin Holdings is the only food company to contribute to the study; chosen for its contribution to Japanese national health through its award-winning proprietary *Lactococcus lactis* strain Plasma. Dr. Daisuke Fujiwara will represent Kirin Holdings as the researcher who discovered *Lactococcus lactis* strain Plasma.

● **The Association for Resilience Japan**

The Association for Resilience Japan 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.

● **The Research Group for Promotion of New Lifestyles against Infectious Diseases**

This is a study group organized by the Association for Resilience Japan to discuss, raise awareness, and promote the spread of countermeasures against infectious diseases and lifestyle habits that should be adopted at home and in the workplace, by bringing together domestic experts in infectious disease countermeasures, as well as opinion leaders and influencers from various fields. The study group consists of five working groups: Improving Immunity, Oral Care, New Cleaning Habits, Sanitizing and Cleaning Dishes and Foodstuffs, and Infection Control Meister System. Results will be published in a book called “New Lifestyle Guidebook.”

● **Participants in this Study Group**

Dr. Daisuke Fujiwara, Deputy General Manager, Health Science Department, Kirin Holdings Company, Limited

● ***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.

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

In March 2021, Kirin Holdings received the Gold Prize in the 1st STOP Infectious Disease Award Gold Prize of the Japan Resilience Awards 2021, sponsored by the Association for Resilience Japan in recognition of the discovery of its proprietary *Lactococcus lactis* strain Plasma and the achievement of functional labeling of the immune function of products using *Lactococcus lactis* strain Plasma. This award recognizes Kirin Holdings as a major contributor to national policies to improve the health of Japan's population. Through participation in this study group, Kirin Holdings will continue to contribute to the fight against infectious diseases, a major social issue.

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