

MEGMILK SNOW BRAND aims to create new innovation with investment in Bacchus Bio innovation, a start-up company from Kobe

MEGMILK SNOW BRAND Co., Ltd. (Head office: Shinjuku-ku, Tokyo; Representative Director and President: Masatoshi Sato) has invested in Bacchus Bio innovation Co., Ltd. (Head office: Kobe, Hyogo; President and CEO: Akihiko Kondo; "Bacchus"), a startup company from Kobe University possessing cutting-edge bio technologies.

Bacchus is a start-up that aims to create new industries in the "digital x bio" era, and is the first company in Asia to commercialize an "Integrated Biofoundry" that promotes bio manufacturing. It possesses core technologies and expertise that enable the production of valuable substances via microorganisms, metabolic analysis and other processes, leveraging the results of advanced research and development based on a fusion of computational science and engineering biology. In addition, Bacchus is rolling out a material evaluation service using an intestinal microflora culture model that reproduces the intestinal environment of the human large intestine in a reactor.

MEGMILK SNOW BRAND will accelerate research and development in the field of biotechnology by utilizing Bacchus' advanced technology, and take on the challenge of creating new value with improving the value of its lactic acid bacteria and other products.

The SNOW BRAND MEGMILK Group will celebrate its 100th anniversary in 2025.

Given the social environment around the time the company was founded, it was still difficult for Japanese people to obtain adequate nutrition. The founders of the company promoted the collaboration and corporatization of dairy farming and the dairy industry in order to address the social challenge of ensuring a stable and abundant diet in Japan.

Inheriting the pioneering spirit of our founders, we will accelerate the creation of new innovations and strive to realize a society where people can lead prosperous lives.

- * Integrated Biofoundry: A business model that uses cutting-edge digital and bioengineering technologies to efficiently develop genetically modified microorganisms that produce a variety of substances, and to develop integrated production processes for unconventional and sustainable manufacturing.

Overview of Bacchus

Company Name: Bacchus Bio innovation

Representative: President & CEO Akihiko Kondo

Head Office: 6-3-7 Minatojima Minamimachi, Chuo-ku, Kobe City, Hyogo Prefecture, Japan

Established: March 18, 2020

Website: <https://www.b2i.co.jp/en/>

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