


One of the new initiatives we have started is the development of the Meiji version of the Nutrition Profiling System (NPS). This profiling system is the system that evaluates foods in terms of nutrition.







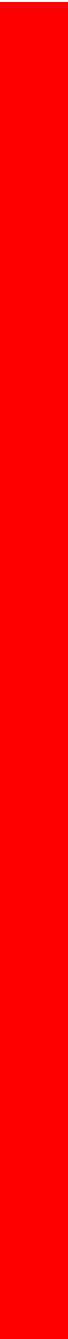
First, under the theme of realizing Meiji Unique Value for Wellness,












one of the initiatives we






educate consumers.

But what we can do is tell the story better. For example, now the rate of sustainable cocoa is 42%,







packaging, so that consumers can better understand that these people have these nutritional issues. So, this is not just about the product level, but our overall communication approach is also needed.

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