

Announcement:

Calbee Highlights Gut Health Research and Precision Nutrition in Sponsored *Nature* Article



Calbee Inc. (“Calbee”) today announced the publication of a sponsored article in *Nature's* Spotlight Nutrition, outlining its research into granola, prebiotics, and personalized nutrition. This feature reflects Calbee's initiative under its Change 2025 strategy to expand beyond traditional cereal products into precision nutrition.

As interest in gut health grows, demand for more tailored, science-based food solutions has also evolved. In 2023, Calbee launched a subscription-based personalized granola service in Japan. The service uses individual gut microbiota analysis to customize granola formulations. It has been used by more than 50,000¹ consumers to date.

In its sponsored article, Calbee summarizes research conducted using a bioreactor system that simulates gut conditions, supporting the company's efforts to better understand how prebiotics mixed with granola interact with the microbiome, and how those interactions could influence nutritional outcomes and overall wellbeing. It also touches on future areas of research.

Going forward, Calbee aims to continue expanding its microbiome-focused research and exploring how it can be applied to a broader range of food products, supporting healthier lifestyles.



Example of granola mixed with prebiotics ingredients

¹ 40,000 at the time of the article was written

To read the full article, please visit: <https://www.nature.com/articles/d42473-025-00401-6>

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About the Calbee Group

Since 1949, we have embraced our corporate philosophy of “harnessing nature's gifts, bringing taste and fun, and contributing to healthy lifestyles.” As a company that provides essential goods, we place sustainability at the core of our management approach, creating the future of food by solving social issues through our corporate activities. (<https://www.calbee.co.jp/en/>)