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Probi, Nomura Dairy Launch LP299V-Enriched Waffle in Japan

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The launch builds on the collaboration between Probi and Nomura Dairy



Probi’s Lactiplantibacillus plantarum 299v (LP299V) probiotic strain appears in My Flora Waffle, a new bakery product Nomura Dairy launched in Japan in collaboration with Hiroshima-based waffle specialist Kunugi. In an important step forward, the launch extends the strain's application into new food formats.

Launched on 1 October 2026, My Flora Waffle uses cream made with Nomura Dairy’s My Flora gut health drink. Each waffle contains 10 billion CFU of live LP299V bacteria, combining a familiar treat with a probiotic ingredient backed by decades of scientific research.

The launch builds on Probi's collaboration with Nomura Dairy, which introduced LP299V to Japan’s functional beverage market in 2025. The latest product shows how partners can now explore new ways to incorporate probiotic strains into food products beyond conventional probiotic drinks and supplements.

Koji Nomura, Chief of R&D Department at Nomura Dairy, said: “We wanted to make gut health an accessible, enjoyable and familiar part of everyday routines. Our work with Kunugi brings My Flora into a new format that combines the quality and flavor of a specialty waffle with the benefits of LP299V. We believe that with every bite, this product will give consumers a delicious new way to focus on gut health.”

LP299V has been investigated in human clinical research, including a randomized, placebo-controlled study conducted in healthy Japanese adults with a tendency towards loose stools.

Published in the Japanese Journal of Medical and Pharmaceutical Sciences in 2025, the eight-week study found that participants receiving a beverage containing at least 10 billion CFU of LP299V daily had significantly lower bowel movement frequency than those receiving a placebo during the assessment period.

The study adds to the scientific evidence around LP299V, although it evaluated the strain in a beverage rather than in My Flora Waffle.

Amy Lau, Marketing Manager APAC at Probi, added: “Nomura Dairy’s My Flora Waffle is a good example of how customer collaboration can deliver exciting new applications for LP299V. Our work initially focused on a functional beverage, but this latest launch takes the strain into a different category. We will continue to share our expertise and passion for developing products that can bring science-backed probiotic solutions to new occasions and markets.”