

BioGaia®

Press Release
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Q-Mejerierna launches yoghurt drink with BioGaia's probiotic

BioGaia AB has signed an exclusive agreement with Norwegian-based Kavli Holding AS that gives Kavli the right to use BioGaia's patented probiotic *Lactobacillus Reuteri Protectis* in dairy products in Norway. Kavli's subsidiary Q-Meierierne AS is now launching the BioQ yoghurt drink on the Norwegian market.

"We are proud to be able to offer Norwegian consumers a yoghurt drink containing BioGaia's health-enhancing probiotic bacterium. The BioQ products have been well received by the grocery chains in Norway and we believe that this gives reason to anticipate a similar positive response from Norwegian consumers. BioGaia and Q-Meierierne have developed BioQ in a relatively short span of time, enabling Q-Meierierne to give Norwegian consumers greater freedom of choice in probiotic yoghurt drinks," says Erik Volden.

"Kavli is an interesting partner for BioGaia and we look forward to a long and successful collaboration," says Peter Rothschild, Managing Director of BioGaia AB.

Kavli is a food products manufacturer that has been in operation for 115 years. The Kavli group is owned solely by the O. Kavli and Knut Kavli Charitable Foundation (the Kavli Foundation), and all dividends paid by the group go to the Kavli Foundation and its charitable works. Every year, the Foundation allocates funds to various projects in support of scientific, cultural and humanitarian causes. This allocation is made by the board of the Kavli Foundation and is completely independent from the group's commercial operations. Kavli manufactures a wide variety of food products that are sold in more than 50 countries worldwide.



Latest press releases from BioGaia:

2008-08-21	BioGaia enters agreement with Nestlé Nutrition
2008-08-20	BioGaia AB Interim report 1 January – 30 June 2008
2008-07-24	BioGaia completes its Latin American market coverage and signs agreement for Switzerland

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*BioGaia is a biotechnology company that develops, markets and sells probiotic products with documented health benefits. The products are primarily based on the lactic acid bacterium *Lactobacillus reuteri* (Reuteri), which has probiotic, health-enhancing effects. The class B share of the Parent Company BioGaia AB is quoted on the Small Cap list of the Nordic Stock Exchange in Stockholm.*

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