

ADM and Asahi Group sign distribution agreement for postbiotic designed to support stress

04 March 2025 | News

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ADM, a global leader in innovative solutions from nature, announced its agreement with Asahi Group Foods Corporation, a leading food company headquartered in Japan, to exclusively market and distribute Asahi Group's proprietary lactic acid-based postbiotic, *Lactobacillus gasseri* CP2305. Backed by eight human clinical trials and capable of targeting stress, mood, and sleep support, the introduction of the postbiotic to ADM's portfolio comes as products targeting mood/relaxation support grew at a double-digit CAGR of 13 per cent from 2018-2023, with a category growth of nearly 34 per cent.

"Stress, mood and sleep are among the fastest-growing wellness segments, and as the cornerstone to physical and emotional health they are also some of the most disruptive factors to everyday life and overall well-being if not properly supported," said Mark Lotsch, ADM's President of Global Health & Wellness. "Our agreement with pioneering Asahi Group to bring science-backed *L. gasseri* CP2305 postbiotic into our robust health and wellness solutions library is a critical step in advancing new product development to support consumers' quality of life around the world."

"The addition of *L. gasseri* CP2305 builds upon our postbiotics suite, reinforcing our leadership and dedication to delivering resilient ingredients with strong results for various areas of health and well-being," said Lotsch. "With these science-

backed ingredients, weâ??re looking forward to helping usher in whatâ??s next in functional foods to support the evolving wellness goals of consumers across regions.â?•