

February 14, 2018

To Media

Coca-Cola Bottlers Japan Inc.
Coca-Cola Customer Marketing Co., Ltd.

Voluntary Withdrawal of Part of
“Kocha Kaden Hot Royal Milk Tea” 350 ml PET Bottles
Manufactured at Saitama Plant

This is to announce that Coca-Cola Bottlers Japan Inc. (CCBJI) is initiating a voluntary withdrawal of approximately 25,000 cases (or 600,000 bottles) of *“Kocha Kaden Hot Royal Milk Tea”* 350 ml PET bottles that have been shipped to 21 prefectures (Aomori, Iwate, Miyagi, Yamagata, Fukushima, Ibaraki, Tochigi, Gumma, Saitama, Chiba, Tokyo, Kanagawa, Niigata, Yamanashi, Nagano, Gifu, Shizuoka, Aichi, Mie, Wakayama, and Shiga) in response to consumer inquiries on color deterioration, formation of curd and precipitation detected in some of these products manufactured specifically in CCBJI’s Saitama Plant. Although it has already been confirmed that the reported quality issue poses no health risk even when the consumers drink this particular product, the Company has decided to take this voluntary action to contain any further spread of consumer concerns.

Every effort will be made to make this action known to the consumers and customers, including the official announcement on the websites of Coca-Cola Bottlers Japan Inc., Coca-Cola Customer Marketing Co., Ltd., and Coca-Cola (Japan) Company, Limited, and posting of a public notice on Thursday February 15th morning edition of key newspapers distributed in all the aforesaid prefectures where this product is currently being sold.

Our commitment at Coca-Cola is – and has always been – to deliver safe, high quality products. Although we have been taking every possible means to ensure quality, we deeply regret to see ourselves facing this problematic situation and, more importantly, would like to extend our sincere apology to our customers, consumers, and all other stakeholders for the inconvenience and concerns created by this quality issue. To prevent the same problem from occurring ever again, we promise to continue striving at further strengthening of our product management and quality assurance structure.

【Reason for withdrawal】

Upon receiving an inquiry from a consumer who had purchased the product, we conducted an internal investigation and found that some hot PET bottles of 350ml *“Kocha Kaden Hot Royal Milk Tea”* manufactured in CCBJI’s Saitama Plant showed signs of color deterioration, formation of curd and precipitation.

【Product and method of withdrawal】

Through this investigation, we determined that 350ml hot PET bottles of *“Kocha Kaden Hot Royal Milk Tea”* manufactured in Saitama Plant with the best-before-date set to July 3, 2018 (180703-ES)

have the possibility of color deterioration, formation of curd and precipitation.

Details of the product and sales regions are as described below:

(1) Product in concern

Product	Expiration date / Plant ID Number * Printed on cap	Prefectures where the product in concern is currently being sold
<i>"Kocha Kaden Hot Royal Milk Tea"</i> 350ml Hot PET Bottle	2018/07/03 180703-ES	Fukushima, Ibaraki, Tochigi, Gunma, Saitama, Chiba, Tokyo, Kanagawa, Niigata, Yamanashi, Nagano, Gifu, Shizuoka, Aichi, Mie, Wakayama, and Shiga

The customers and consumers are kindly advised to contact Coca-Cola Consumer Contact Center as follows on the method of returning the products and getting a refund, etc.

(2) Voluntary withdrawal process

Process: Please contact tCoca-Cola Consumer Contact Center (see below for details of contact info. The courier service providers designated by the Company will visit you to collect the products in concern. Refund will be paid as soon as the Company confirms that the collected products are problematic.

Contact information: Coca-Cola Consumer Contact Center Tel: 0120-360509

Start date: Thursday, February 15, 2018 (from 9:00)

Business hours: 9:00 – 18:00 (From Monday through Sunday)

