

# News Release

December 1, 2017

All members of media,

Coca-Cola Bottlers Japan, Inc.

**Fukuoka Umakamon Ambassador paid a courtesy call to Coca-Cola Bottlers Japan and delivered "Amaou" which is on full-scale shipment today!**

Coca-Cola Bottlers Japan (Headquarters: Minato-ku, Tokyo Representative Director and President: Tamio Yoshimatsu, hereinafter referred to as CCBJI) has been selling "I LOHAS Amaou" which contains extract of Amaou strawberries produced in Fukuoka Prefecture since February this year. Today, in alignment with the full-scale shipment of Amaou, the Fukuoka Umakamon Ambassador and representatives from JA Zennoh Fukuren paid a courtesy visit to CCBJI.



Coca-Cola System had released "I LOHAS Amaou" which contains extract of Amaou

produced in Fukuoka Prefecture exclusively for the Kyushu area in February 2017, and in response to good reviews ever since its release, such as voices of hope for nation-wide sales posted on SNS, etc., started its nation-wide sales on September 25. In CCBJI as well, I LOHAS Amaou has made a strong sales record as a hit product since its start of sales in all sales areas.<sup>※1</sup>

CCBJI has made efforts for PR of Amaou produced in Fukuoka Prefecture jointly with JR Zennoh Fukuren. And this time, aiming to further improve recognition of Amaou in the metropolitan area, Zennoh Fukuren had decided to carry out PR activities jointly, and as a part of such activities, they visited CCBJI and delivered Amaou which has just started to be shipped.

In the ceremony, Tsunekazu Kikuchi, Section Mgr. Dedicated to Fruit, Production & Sales Sec., Horticulture Dept., The National Federation of Agricultural Cooperative Associations Fukuoka HQ (JA Zennoh Fukuren), explained about the characteristics of Amaou and this year's production, followed by a presentation of freshly picked Amaou by Ms. Marika Sato from Fukuoka Association of Branding of Agricultural, Forestry, and Fishery Products who serves as Fukuoka Umakamon Ambassador. After that, the audience at the venue also received Amaou for tasting, and some comments such as “the size of fruit is big and delicious”, and “has good smell and superb sweetness” were raised.



CCBJI, as a company which has been walking with the local communities, will continue to communicate the charms of Amaou through such joint initiatives.

※ 1 CCBJI's sales areas are as follows.

Miyagi Pref., Yamagata Pref., Fukushima Pref., Ibaraki Pref., Tochigi Pref., Gunma Pref., Saitama Pref., Chiba Pref., Tokyo, Kanagawa Pref., Niigata Pref., Yamanashi Pref., Gifu Pref., Shizuoka Pref., Aichi Pref., Mie Pref., Shiga Pref., Kyoto, Osaka, Hyogo Pref., Nara Pref., Wakayama Pref., Tottori Pref., Shimane Pref., Okayama Pref., Hiroshima Pref., Yamaguchi Pref., Tokushima Pref., Kagawa Pref., Ehime Pref., Kochi Pref., Fukuoka Pref., Saga Pref., Nagasaki Pref., Kumamoto Pref., Oita Pref., Miyazaki Pref., and Kagoshima Pref.

“Amaou” is a registered trademark of Zennoh. “I LOHAS” is a registered trademark of The Coca-Cola Company.