

News Release

August 20, 2018

Dear all

Coca-Cola Bottlers Japan Inc.

A wrapping VM unveiling ceremony in collaboration with the anime “Yuki Yuna is a Hero – Washio Sumi Chapter –” was held at Marine Dome in Seto Ohashi Commemorative Park

Coca-Cola Bottlers Japan Inc. (HO in Minatoku, Tokyo. President and Representative Director: Tamio Yoshimatsu. Hereinafter referred to as our company) held a ceremony to unveil a wrapping VM developed in collaboration with the anime “Yuki Yuna is a Hero-Washio Sumi Chapter-” at Marine Dome in Seto Ohashi Commemorative Park, Sakaide-city as part of events hosted by Kagawa Prefecture to celebrate 30th anniversary of Seto Ohashi Bridge, inviting approximately 400 people from the Prefecture and other parts of Japan.

During the unveiling ceremony, our Head of Shikoku District Sales Division Toshishige Uno expressed appreciation to all the fans called “Hero Club” who periodically clean the wrapping VM placed in March, and described the community-based initiative as a way to play a role in increasing nonresident population by enabling the wrapping VM to serve as one of the new sacred places for those who visit Seto Ohashi Commemorative Park, while making the audience excited with a talk incorporating a trivia associated with a link of birthdays of the protagonist of this story and Coca-Cola.

Subsequently, the VM was unveiled by distinguished guests and commemorative photo were taken at the end of the ceremony together with the wrapping VM and Seto Ohashi Bridge in the back.

After the ceremony, many awaited fans flocked to the wrapping VM relocated from the venue and enjoyed photo shooting, standing in a line to purchase Coca-Cola products, apparently having fun in their pilgrimage to a new sacred place already.

We, Coca-Cola Bottlers Japan, will continue to deepen interactions with people in local communities leveraging various contents.

■ A comment from Toshishige Uno, Head of Shikoku District Sales Division, Coca-Cola Bottlers Japan Inc.

I appreciate the occasion to be able to take part in the major event commemorating the milestone of 30th anniversary of Seto Ohashi. We held the event as we aspire to liven up the commemorative event as much as possible, and to play a role in igniting the local community as Coca-Cola Bottlers Japan that upholds “Community-based” and “Customer-centric” as its management principles. I hope the wrapping VM we are showcasing will enable Kagawa Prefecture and Sakaide-city to be a new sacred place, serving as one of the reasons to visit Seto Ohashi Commemorative Park.

【About the unveiling ceremony】

- Date & time: August 18, 2018 (Sat) 13:30-14:10
- Place: Marine Dome in Seto Ohashi Commemorative Park (address: 6-6 Bannosu Midoricho, Sakaide, Kagawa)
- Host: Coca-Cola Bottlers Japan Inc.
- MC: Udon singer Nao Ishii
- Attendees: Shinji Shinike, Kagawa Prefecture Exchange Promotion Department manager
Tomohiro Miyamoto, Construction and Economic Affairs Department, City of Sakaide
Hideaki Inoue, Kanonji-shi Economic Department business and industry sightseeing section manager
Masatoshi Kojima, Seto Ohashi Commemorative Hall Director
Toshishige Uno, Head of Shikoku District Sales Division, Coca-Cola Bottlers Japan Inc.

■The unveiling ceremony and commemorative photo-taking



(from Left, Masatoshi Kojima, Seto Ohashi Commemorative Hall Director, Shinji Shinike, Kagawa Prefecture Exchange Promotion Department manager, Toshishige Uno, Head of Shikoku District Sales Division, Coca-Cola Bottlers Japan Inc., Tomohiro Miyamoto, Construction and Economic Affairs Department, City of Sakaide, Hideaki Inoue, Kanonji-shi Economic Department business and industry sightseeing section manager)

■Photo shooting of the wrapping VM, those who joined (Hero Club) to purchase Coca-Cola products



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