



コカ・コーラ ボトラーズジャパン株式会社

News Release

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Dear all

Coca-Cola Bottlers Japan Inc.

Coca-Cola Bottlers Japan Inc. informed **Tochigi Governor Fukuda of the launch of the Tokugawa design version of “Coca-Cola” Slim Bottle**

On October 1 (Monday), 2018, Coca-Cola Bottlers Japan Inc. (hereafter “CCBJ”), based in Minato-ku, Tokyo, and headed by Representative Director & President Tamio Yoshimatsu, launched the Tokugawa design version of “Coca-Cola” Slim Bottle decorated with an iconic design of the wild ginger trefoil coat of arms of the Tokugawa clan.

Upon the launch, on October 2 (Tuesday), Yasuhiro Shiba, CCBJ Executive Officer and Head of East Japan Area Sales, visited Mr. Tomikazu Fukuda, Governor of Tochigi Prefecture, and informed him of the launch of the Tokugawa design version of “Coca-Cola” Slim Bottle.

During the visit, Shiba said in his greeting speech, “Main office of CCBJ’s East Japan Area Sales is located in Tochigi Prefecture. We sincerely appreciate the continuous support we receive from people in the prefecture. We hope that the Tokugawa design-version bottle will contribute to the enhancement of the appeal of sightseeing spots in Tochigi Prefecture including Nikko and also further development of the prefecture.”

Tokugawa design version of “Coca-Cola” Slim Bottle are available mainly in the eastern Japan area including sightseeing spots in Tochigi Prefecture such as Nikko noted in connection with Tokugawa.



(From the left) Mr. Yoshio Kotake (Deputy Head of Department of Policy, Planning and Municipal Coordination and Head of Policy, Planning and Municipal Coordination Division, Tochigi Prefectural Government), Takanori Kamada (Head of Gunma/Tochigi Branch, CCBJI), Mr. Tomikazu Fukuda (Governor of Tochigi Prefecture), Yasuhiro Shiba (Executive Officer and Head of East Japan Area Sales, CCBJI), Masaaki Onuki (Manager of Retail Food/CS Utsunomiya Sales Center, CCBJI)