

News Release

February 4, 2019

Dear all

Coca-Cola Bottlers Japan Inc.

~Support childcare with vending machines! ~
Test marketing of EPARK's "children's coupons" which offer a good meal deal in shopping mall

Today February 4 (Mon), collaborating with EPARK (HO: Toyoshima Ward, Tokyo, and Representative Director & President: Takeshi Tamamura), a provider of booking service system, Coca-Cola Bottlers Japan Inc. (HO: Minato Ward, Tokyo and Representative Director & President: Tamio Yoshimatsu, hereinafter CCBJI) started a test marketing of EPARK's "children's coupons" which give discounts to children's menu for primary school children or younger in shopping malls, utilizing its vending machines.

EPARK's "children's coupons" used to be only available online, and therefore, there were voices such as "the sections to drawing in customers are limited", "want to purchase by cash." In order to respond to such voices as well as to offer the customers our vending machine service as something familiar to them by giving a new added value, CCBJI has come to test-market this service.

EPARK's "children's coupons", available on the vending machines, are good-value coupons which allow users to purchase children's meal menu for 250 yen a meal, and come in 2 types; a book of 2 coupons (500 yen) and a book of 4 coupons (1,000 yen).

EPARK's "children's coupons" are sold on 6 CCBJI vending machines (※1) placed in Mitsui Shopping Park Lalaport Fujimi (1-1313 Yamamura, Fujimi City, Saitama Pref., hereinafter Lalaport Fujimi) from January 25 (Fri), 2019 to March 21 (Thu), 2019, and can only be used in the participating outlets in Lalaport Fujimi. As CCBJI's original project, free coupons for set drink are also included.

After the test marketing in Lalaport Fujimi, we will consider expanding the rollout area sequentially.

Through the sales of EPARK's "children's coupons" on our vending machines, CCBJI supports the initiative which is friendly to families with small children.



Enlarged view

A vending machine that sells EPARK's "children's coupons" for test marketing

【 Overview 】

Service : Sales of EPARK's "children's coupons" on vending machines

Sales period : February 4 (Mon), 2019 to March 21 (Thu), 2019

Usage period : February 4 (Mon), 2019 to March 25 (Mon), 2019

Target vending machines : Mitsui Shopping Park Lalaport Fujimi (1-1313 Yamamura, Fujimi City, Saitama Pref.)

Places where 6 CCBJI vending machines (※1) are placed

- 1F Elevator hall and near restroom
- 2F Near restroom
- 3F Near restroom ※As of January 25

Prices : 2 coupons... 500 yen (children's menu coupon x 2)

4 coupons...1,000 yen (children's menu coupon x 4)

【 Usage method 】

Purchase the children's coupons on one of the 6 CCBJI vending machines placed in Mitsui Shopping Park Lalaport Fujimi. Scan the QR code on the coupon purchased and obtain a ticket on your smartphone. Show the smartphone screen to a shop clerk at the participating outlet when you place an order. (After you present the screen, the shop clerk will operate your smartphone screen.) On using the coupon, you will need to place an order for the preset "adult fee". You don't need to pay for the children's menu when you pay the bill.



<Children's coupons can be used in:>

- 3 Little Eggs
- Yoshokuya Sandaime Taimeiken
- RRainbow
- Toridonya Hakatahanamidori
- Teppanyatai
- Studio Café Zoo Adventure
- Fruit Bar AOKI
- 31 Ice Cream

【Details in children's coupons in Lalaport Fujimi】

https://ticket.sc.epark.jp/kids_coupon/lalaport_fujimi/