



コカ・コーラ ボトラーズジャパン株式会社

News Release

March 21, 2019

Dear all

Coca-Cola Bottlers Japan Inc.

Chiba Prefecture's first JOC Olympic support vending machines which represent four competitions to be held in Chiba Prefecture, fencing, tae kwon do, wrestling and surfing, **were installed at AEON MALL Makuhari New City**

On March 21 (Thursday), Coca-Cola Bottlers Japan Inc. (hereafter "CCBJI"), based in Minato-ku, Tokyo, and headed by Representative Director & President Tamio Yoshimatsu, installed Chiba Prefecture's first JOC Olympic support vending machine units designed for each of four types of competitions to be held in Chiba Prefecture, fencing, tae kwon do, wrestling and surfing, at AEON MALL Makuhari New City with the understanding and cooperation of AEON MALL Co., Ltd.

In the first part of the ceremony, a ribbon-cutting event was held to celebrate the installation of Chiba Prefecture's first JOC Olympic support vending machines which represent four types of competitions to be held in Chiba Prefecture, and a presentation on the support program was given. In the second part of the ceremony, a talk show was held with Mr. Ryo Miyake, who is a fencer and is originally from Chiba Prefecture, invited as a guest speaker to talk about his own experience of the Olympics and fencing in order to drive further momentum for the Olympic Games among people in Chiba Prefecture. The ceremony marked the start of the installation of more JOC Olympic support vending machines at AEON MALL nationwide.

In partnership with the Japanese Olympic Committee (JOC), Coca-Cola System has been running "JOC Olympic Athletes High Performance Support Program with Coca-Cola" organized by the committee. The objectives of this program are to support athletes aiming for the Olympics and also to promote the Olympic movement. Through this program, CCBJI has been installing JOC Olympic support vending machines since January 2016.



From the left : Mr. Tatsuya Suzuki (Deputy mayor, Chiba City), Mr. Shisuke Takigawa (Deputy governor, Chiba Prefecture), Mr. Eisuke Hiraoka (Vice-president; managing director, Japanese Olympic Committee), Yoshiaki Fujiwara (Coca-Cola Bottlers Japan Inc. Executive Officer, Head of Vending Business Unit, Commercial), Mr. Akio Mishima (Aeon Mall Executive Director chief sales officer), Mr. Ryo Miyake (Silver Medalist, Fure Group, Men's Fencing, London Olympic Games)