

News Release

May 10, 2019

To whom it may concern,

Coca-Cola Bottlers Japan Inc.

Courtesy visit to Governor Kabashima of Kumamoto Prefecture

Reported the completion of Kumamoto Plant new line construction and the launch of “I LOHAS Tennensui” that uses the natural water from Aso!

Coca-Cola Bottlers Japan Inc. (hereafter “CCBJI”; headquartered in Minato-ku, Tokyo, and headed by Representative Director & President Calin Dragan) installed a new aseptic production line for manufacturing PET bottle products in Kumamoto Plant (Minami Takae, Minami-ku, Kumamoto), which began operating to manufacture “I LOHAS Tennensui” that uses the natural water from Aso. This new line is a part of the production capacity expansion initiative designed to meet the rapidly increasing market demand for PET bottle products driven by the shift of consumers’ preference from canned to PET bottled soft drinks. Through this initiative, CCBJI is planning to set up a total of seven new lines in its production plants in a phased manner by 2020.

On May 9th, 2019 (Thurs), CCBJI hosted a completion ceremony to celebrate the completion of the new line construction in Kumamoto Plant. After the ceremony, Yoichi Nishiguchi (Executive Officer & Head of Manufacturing Division), Shiinchi Shibuya (Kumamoto Plant Manager), and Keishi Fujitaka (Head of Kumamoto / Oita Branch) moved to Kumamoto Prefectural Office to pay a courtesy visit to Kumamoto Prefectural Governor Ikuo Kabashima to report the completion of Kumamoto Plant new line construction and the launch of “I LOHAS Tennensui”.

After taking a sip of “I LOHAS Tennensui” freshly bottled in the new line that just began operating in Kumamoto Plant, Governor Kabashima shared the following comment with the visiting members of CCBJI. “This new product will definitely contribute to the further widening of the recognition of Kumamoto Prefecture’s tasty underground water, as well as to the enhancement of the image of Kumamoto as a locality blessed with rich nature.”

Up till now, “I LOHAS” has been using the natural water obtained from six carefully selected water sources located in various parts of Japan. Only the water products that pass the rigorous quality inspection and control process are delivered to the market under this brand name. On May 27th (Mon), a new product that features the natural water flowing under the Aso region of Kumamoto Prefecture will be officially added to the lineup and become available to the consumers in Kumamoto, northern Kyushu and Chugoku.

“Courtesy Visit to Kumamoto Prefectural Governor”

Date : May 9th, 2019 (Thurs)

Location : Governor’s Reception Room, Main Building 5F,
Kumamoto Prefectural Office (6-18-1, Suizenji, Chuo-ku, Kumamoto)



From left to right: Shiinchi Shibuya (Kumamoto Plant Manager), Keishi Fujitaka (Head of Kumamoto / Oita Branch), Yoichi Nishiguchi (Executive Officer & Head of Manufacturing Division), Kumamoto Prefectural Governor Ikuo Kabashima, KUMAMON

“Kumamoto Plant new production line completion ceremony”

Date : May 9th, 2019 (Thurs)

Venue : Kumamoto Plant (Minami Takae, Minami-ku, Kumamoto), CCBJI



Operation commencement ceremony: Tape cut

End

<For reference>

【Overview of Kumamoto Plant new line】

Name : Aseptic PET bottle production line (No.1 Line)

Location : Kumamoto Plant (Minami Takae, Minami-ku, Kumamoto)

Total floor space : 3,146 m²

Production capacity: Small-sized PET: 900 bpm* / large-sized PET: 300 bpm* (*bpm = bottles per minute)

Production items : Natural mineral water / flavored water

Construction period: September 2018 - March 2019



【Product overview】

Product name : I LOHAS Tennensui

Item name : Natural mineral water

Raw material name: Water (mineral water)

Nutrition facts (per 100ml):

Energy	Protein	Fat	Carbohydrate	Sodium	Calcium	Potassium	Magnesium
0kcal	0g	0g	0g	2.7mg	1.2mg	0.7mg	1.0mg

Package : 555ml PET bottle

Manufacturer's suggested retail price (excluding consumption tax): 120 yen

Launch date : May 27th, 2019 (Mon)

Available area : Kyushu / Chugoku

URL : <https://www.i-lohas.jp/>

Twitter : <https://twitter.com/ILOHAS>

