

News Release

July 1, 2021

To the press,

Coca-Cola Bottlers Japan Inc

Coca-Cola Bottlers Japan Donates a Part of the Sales from "Coca-Cola" Slim Bottle Sendai Design to Promote Tourism in Sendai **Makes a Courtesy Call on Director General of Culture and Tourism Bureau, Sendai City**

Coca-Cola Bottlers Japan Inc. (Headquarters in Minato-ku, Tokyo; Representative Director and President Calin Dragan; hereafter "CCBJI") donated a part of the sales from "Coca-Cola" Slim Bottle Sendai Design with a hope that it would be useful to promote tourism in Sendai City. On the day of the Courtesy Call, Shiraishi, CCBJI Miyagi/Yamagata District Manager, presented a list of donations to Kikuta, Director General of Sendai Culture and Tourism Bureau, and received words of appreciation.

"Coca-Cola" Slim Bottle Sendai Design is a limited-edition bottle available only in regions around Sendai, featuring iconic illustrations of Date Masamune and Sendai Castle. It has been well received by customers since its launch in June 2018.

[Donation to Sendai City for the Promotion of Tourism]

- Date : Wednesday, June 30, 2021
- Donated to : Sendai City, Miyagi Prefecture
- Amount of donation : 122,802 yen



From the right, Atsushi Kikuta, Director General of Sendai Culture and Tourism Bureau, Isao Shiraishi, CCBJI Miyagi/Yamagata District Manager

In accordance with its corporate philosophy collectively represented by the motto, "Paint it RED! Mirai o nurikaero (Let's repaint our future)", the company aims at fulfilling its mission to "deliver happy moments to everyone while creating value" and continuing to join hands with various partners going forward to work on creating shared value through its business activities to address the challenges faced by local communities.

[Comment from Atsushi Kikuta, Director General of Sendai Culture and Tourism Bureau]

I would like to express my sincere gratitude to Coca-Cola Bottlers Japan Inc. for supporting tourism business in Sendai over the years. Festivals and events that have been held in each season that represent Sendai have been forced to be reduced or canceled due to COVID-19. Although the difficult situation continues in tourism, we will use it as a fund to get back to its usual and vibrant crowdedness in Sendai. Thank you for your continued support.

[Comment from Isao Shiraishi, CCBJI Miyagi/Yamagata District Manager]

"Coca-Cola" slim bottle is loved as a local bottle and has been sold in 33 varieties throughout Japan. Sendai design features an illustration of Date Masamune, the symbol of the region, and Sendai Castle, a popular tourist spot, and has been received very well. I know that many citizens are having a hard time because of the restrictions on going out due to COVID-19, but I would like you to feel happy when drinking it with the feeling of enjoying sightseeing. We will continue to work closely with Sendai City to contribute to the local community.

Reference

[What is "Coca-Cola" Slim Bottle Regional Design?]

Since June 2017, the company has been designing bottles with regional symbols and tourist spots across Japan and selling them locally in limited volume as a special package to make travel more enjoyable. The company so far marketed 33 variations, which enjoy popularity among lots of people as a perfect souvenir.

"Coca-Cola" Slim Bottle is a premium package with aluminum material that has inherited the iconic curvy shape of the Contour Bottle, which is so distinctive that you can tell it is a Coca-Cola if you feel it even in the dark. The ice-cold feel of the bottle will make Coca-Cola tastier and more refreshing.

Since its first arrival in Japan in July 2015, the company has released regional designs depicting tourist attractions and symbols all over Japan, as well as seasonal designs such as cherry blossoms, fireworks, and autumn leaves. In 2019, Japan Rugby team jersey design bottle was released, which was enjoyed by many people from "Coca-Cola" fans to those who do not usually drink carbonated beverages.

*Please note that the information contained in news releases is current as of the date of release. Certain information may have changed since the date of release.

