

## News Release

July 19, 2021

To the press,

**Tohoku Design Added to the Popular Area-Exclusive Bottles!**

**"Coca-Cola" Slim Bottle "Ganbaro Tohoku"**

**Design to Be Released on Monday, July 26**

Coca-Cola Bottlers Japan Inc. (Headquarters in Minato-ku, Tokyo; Representative Director and President Calin Dragan; hereafter "CCBJI") will release "Coca-Cola" Slim Bottle "Ganbaro Tohoku" design in Miyagi, Fukushima, and Yamagata on Monday, July 26. This is a new variation of "Coca-Cola" Slim Bottle Regional Design, which features stylish package specially designed with illustrations of regional tourist spots.

Since June 2017, the company has designed bottles with symbols and tourist spots of each region and has released them in respective regions only as a special package to make travel more enjoyable. They enjoy popularity among lots of people as a perfect drink with meal, a nice refreshment during travel, or as a perfect souvenir. By popular demand, it is planned to add more design variations in the future.

"Ganbarou Tohoku Bottle" is the limited edition bottle which is available in these three prefecture, with iconic designs of festivals that represent Tohoku region, such as Sendai Tanabata Festival in Miyagi, the Soma Nomaoui Festival in Fukushima, and the Hanagasa Festival in Yamagata. It's been ten years since the Great East Japan Earthquake, and the company will continue to support Tohoku region by releasing Regional Design Bottles.

"Coca-Cola" Slim Bottle Regional Design comes in the stylish shape of "slim bottle" and the 250ml drink-up size, so when you drink it with meals during travel or when you want to take a rest and refresh yourself, it will boost your travelling mood further. It is perfect as a commemorative item for the trip, as a souvenir for family and friends, or for foreign visitors to enjoy the Japanese taste. It is also recommended to people who love their local areas, or to enjoy the feeling of hometown at a homecoming visit in summer. The Regional Design will be available mainly at souvenir stores and local products shops in each region.

Through this product, local people will realize again how attractive their hometown is, and travelers will have a "special moment" during travel.



<Product overview>

- Product name : "Coca-Cola" Slim Bottle Regional Design  
"Coca-Cola" Slim Bottle "Ganbaro Tohoku" Design
- Product type name : Carbonated soft drink
- Ingredients : Sugars (high-fructose corn syrup, sugar)/ carbonated water, caramel coloring, acid regulator, flavorings, caffeine
- Nutrition labeling (per 100ml) :

Energy	Protein	Fat	Carbohydrate	Sodium chloride equivalent
45kcal	0g	0g	11.3g	0g

- Package/Manufacturer's suggested retail price (excl. consumption tax) : 250ml Slim Bottle/125 yen
- Sales areas : Miyagi Prefecture, Fukushima Prefecture, Yamagata Prefecture
- Release date : Monday, July 26, 2021
- Sales channels : Souvenir shops, local products shops, supermarkets, vending machines, etc.

\*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.