

To the press

Coca-Cola Bottlers Japan Inc.

“Coca-Cola” Slim Bottle Aizu Design

Part of proceeds donated to promote tourism in Aizu

A courtesy call to Aizuwakamatsu City Mayor Muroi

Coca-Cola Bottlers Japan Inc. (Headquarters in Minato-ku, Tokyo; Representative Director, President & CEO Calin Dragan; hereafter “CCBJI”) donated part of the proceeds from “Coca-Cola” Slim Bottle Aizu Design to support the promotion of tourism in Aizuwakamatsu City, Fukushima Prefecture. As part of the donation process, we paid a courtesy call to Aizuwakamatsu City Mayor Muroi on April 1 and presented a donation certificate.

Launched in August 2018, “Coca-Cola” Slim Bottle Aizu Design has been well received as an exclusive bottle only available in regions around Aizuwakamatsu City, with the iconic design of Tsurugajo Castle, Akabeko, and Okiagarikoboshi in illustration. CCBJI has made three donations thus far and will continue contributing to the promotion of tourism in Aizuwakamatsu City.

[Donation to Aizuwakamatsu City for the Promotion of Tourism]

- Date of donation: Friday, April 1, 2022
- Donation to: Aizuwakamatsu City, Fukushima Prefecture
- Donation amount: 127,800 yen (Applicable sales period: From January 1, 2021 to December 31, 2021)



From right, Mr. Shohei Muroi, Mayor of Aizuwakamatsu City

Toshiyuki Ninomiya, Manager of the Fukushima District, and Yuta Ohshima, Manager of the Koriyama Sales Center, from Coca-Cola Bottlers Japan, Inc.

In accordance with our corporate philosophy, collectively represented by the motto, “Paint it RED! Mirai o nurikaero (Let’s repaint our future)”, CCBJI aims to fulfill our mission to “deliver happy moments to everyone while creating value”, and will continue to join hands with various partners going forward to work on creating shared value in order to address the challenges faced by local communities through our business activities.

[Comment by Mr. Shohei Muroi, Mayor of Aizuwakamatsu City]

I would like to express my heartfelt gratitude to Coca-Cola Bottlers Japan for supporting Aizuwakamatsu's tourism project through the Aizu bottle. Like most other cities, Aizuwakamatsu City has also been forced to reduce or cancel its usual festival and events due to the COVID-19 crisis. Tourism is also continuing to suffer, but tourists are gradually returning to Tsurugajo Castle and other places. We would appreciate your continued support.

[Comment by Toshiyuki Ninomiya, Fukushima District Manager, CCBJI]

“Coca-Cola” Slim Bottles are loved by local communities as their local bottles and available nationwide. The Aizu bottle has been well received as an exclusive bottle with the iconic design of the city symbol, Tsurugajo Castle, and popular folk toys in the Aizu region, Akabeko and Okiagarikoboshi.

I know that many citizens are suffering due to the recent pandemic, but when they drink it, I hope they will be happy with the feeling of enjoying sightseeing. We will continue to work closely with Aizuwakamatsu City to contribute to the community.

【Product Overview: “Coca-Cola” Slim Bottle Regional Design】



The Regional Design “Coca-Cola” Slim Bottles have special packaging that makes travel more enjoyable. Since June 2017, these bottles have been designed using symbols and tourist attractions located throughout the Coca-Cola Bottlers Japan area, and they are available only in those regions. These designs have enjoyed popularity in all of those regions as a bottle that’s perfect to have with a meal or as a refreshment when traveling. It also makes a great souvenir. The “Coca-Cola” Slim Bottle is a premium package made of aluminum material and is an evolved version of the contour bottle, which has a distinctive contour recognizable even when felt in the dark.

“Coca-Cola” Slim Bottle Aizu Design has been well received as an exclusive bottle only available in regions around Aizu, with the iconic design of Tsurugajo Castle, Akabeko, and Okiagarikoboshi in illustration. Since its introduction in August 2018, it has been enjoying high popularity among tourists, the people in the prefecture, etc. The product is available at souvenir shops, local product fairs, and vending machines in the area.

※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.