

Part of proceeds from “Coca-Cola” Slim Bottle Chiba Design donated to promote tourism in Chiba
Courtesy visit to Governor Kumagai of Chiba

Coca-Cola Bottlers Japan Inc. (Headquarters in Minato-ku, Tokyo; Representative Director & President Calin Dragan; hereafter “CCBJI”) donated part of proceeds from “Coca-Cola” Slim Bottle Chiba Design, under the “Agreement on alliance and cooperation in tourism” signed with Chiba Prefecture. As part of the donation process, we visited Governor Toshihito Kumagai of Chiba on July 21 and presented the donation certificate.

“Coca-Cola” Slim Bottle Chiba Design has been extremely well received since its launch on June 25, 2018 as a limited design bottle available only in Chiba, with stylish illustrations of regional symbols and iconic tourist attractions like Tokyo Bay Aqua-Line, surfing, and Inubosaki Lighthouse. CCBJI has made two donations thus far and will continue to contribute to Chiba Prefecture and the promotion of tourism in Chiba.

- Date of donation: Wednesday, July 21, 2021
- Donation to: Chiba Prefecture
- Donation amount: 1,409,850 yen (sales period: April 1, 2020-March 31, 2021)



From left: Tomohiro Ichikawa, Head of Kanto District Sales, Vending Area Sales, CCBJI; Governor Toshihito Kumagai of Chiba

Under our corporate philosophy, “Paint it Red!”, we aim to fulfill our “mission” to deliver happy moments to everyone while creating value; work on CSV (Creating Shared Value) through our core business to address community challenges; and continue to join hands with various partners going forward.

[Comment from Governor Kumagai of Chiba]

For the past three years since the agreement was signed, a part of the proceeds from the sales of “Coca-Cola” Slim Bottle Chiba Design has been donated every year and we are truly grateful. The donation will be used to support the tourism industry, which is struggling with COVID-19. We would like to continue our efforts to introduce the appeals of Chiba Prefecture to many people through this bottle.

[Comment from Tomohiro Ichikawa, Head of CCBJI Vending’s Kanto District Sales]

“Coca-Cola” Slim Bottle Chiba Design has been very well received since its launch, and we are very pleased to be able to contribute to the promotion of tourism in Chiba Prefecture through our business. We are sure that many people in the prefecture are having a great deal of difficulty with restriction on outings, etc. caused by COVID-19, but we hope that you feel a bit of happiness when drinking this, as if you're enjoying sightseeing. We hope to continue working closely with Chiba Prefecture and to contribute to the community.

【Product Overview】



CCBJI has marketed many variations of the Coca-Cola Slim Bottle Regional Design nationwide as special packaging to make travel more enjoyable. Since June 2017, we have designed bottles with symbols and tourist attractions from different regions, and released them in their respective regions only. 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. “Coca-Cola” Slim Bottle Chiba Design is an exclusive bottle only available in this region, designed with stylish illustrations of Tokyo Bay Aqua-Line, surfing, and Inubosaki Lighthouse, which are the regional symbols and iconic tourist attractions. Since its introduction on June 25, 2018, it has been well received by 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.