

News Release

July 21, 2020

Coca-Cola Bottlers Japan Inc.

Coca-Cola Bottlers Japan Inc. Donated Part of Proceeds from “Coca-Cola” Slim Bottle Chiba Design Sales to Help Chiba Prefecture’s Tourism **Made a courtesy visit to Chiba Vice-Governor Takigawa to Present the Donation**

Coca-Cola Bottlers Japan Inc. (Headquarters in Minato-ku, Tokyo; Representative Director & President Calin Dragan; hereafter “CCBJI”) made a courtesy visit to Chiba Vice-Governor Takigawa on Tuesday, July 21 to present 2,178,150 yen, part of proceeds from the sales of “Coca-Cola” Slim Bottle Chiba Design, under its agreement on alliance and cooperation in tourism signed with the prefecture.

The donation comes from the sales of “Coca-Cola” Slim Bottle Chiba Design from April 1, 2019 to the end of March 2020. The product is exclusively sold in the prefecture and its surrounding areas.

At the presentation ceremony, a donation certificate was handed over to Vice-Governor Takigawa from CCBJI Head of Kanto District Sales, Vending Area Sales, Vending Business Tomohiro Ichikawa who said, “We hope that the use of this donation would be of help to further enhance attractiveness of Chiba Prefecture as last year. We wish to contribute to promotion of Chiba Prefecture’s tourism in ways only CCBJI can”, and the Vice-Governor expressed the words of gratitude in return.

CCBJI will continue to contribute to Chiba Prefecture and the promotion of its tourism as a local-oriented company.



From the left to right: Tomohiro Ichikawa, CCBJI Head of Kanto District Sales, Vending Area Sales, Vending Business;

Mr. Shinsuke Takigawa, Chiba Vice-Governor; and Cheeba-kun, Chiba Prefecture’s official character

[Product Overview]



CCBJI has marketed a total of 33 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.