

**-Creating Shared Value with Communities-  
Expanding donations to Food Bank organizations  
to support local communities during COVID-19 impact**

Since 2016, Coca-Cola Bottlers Japan Inc. (Headquarters in Minato-ku, Tokyo; Representative Director & President Calin Dragan; hereafter “CCBJ”) has partnered with Second Harvest Japan (member of Alliance of Japan Food Banks), which is Japan’s first Food Bank organization, and the All-Japan Food Bank Association to donate beverage products to those in need. In 2019, we delivered approximately 10,000 cases of beverages to various social welfare facilities through 22 Food Bank organizations in cities across Japan.

Due to the spread of COVID-19 infection, schools have closed, events are canceled, and many people are asked to work from home. These changes in our lifestyles in order to reduce contact with people can have a significant effect on children’s lives. In response, CCBJ has taken prompt action to support communities in need during this challenging time by expanding our product donation program. We have agreed to donate 4,153 cases (76,422 individual beverages) to facilities such as children’s cafeterias and children’s centers via 16 Food Bank organizations in 11 prefectures in our sales territory.

During this outbreak of COVID-19, the safety and health of our communities, supported by our frontline employees working daily to produce and supply essential goods and services is a priority. Under our corporate philosophy to “Deliver happy moments to everyone while creating value”, CCBJ remains committed to Creating Shared Value (CSV) and providing solutions through our business to the challenges facing our local communities.

**◆ CCBJ’s product donations to social welfare facilities and children’s cafeterias via Food Banks**

Food Banks are organizations where stocks of food, typically basic provisions and non-perishable items, are supplied free of charge to people in need. The Food Loss Reduction Promotion Act was enacted last year in Japan, and the activities of Food Banks are attracting more attention.

The number of children’s cafeterias is increasing due to changes in the home environment. Children’s cafeterias provide opportunities for children from different backgrounds and experiences to eat together, interact with others and receive instruction on proper nutrition. In addition they contribute to the development of a society that respects diversity. CCBJ actively supports these programs in the hope that our donations will help reduce food loss and contribute to resolving challenges in local communities.



(Photo: Beverages delivered to Food Bank)