

News Release

March 22, 2021

Coca-Cola Bottlers Japan Inc.

Signing of Comprehensive Collaboration Agreement with Kisarazu City, Chiba Prefecture For better public services and energized community

Coca-Cola Bottlers Japan Inc. (Headquarters in Minato-ku, Tokyo; Representative Director & President Calin Dragan; hereafter “CCBJI”) concluded on March 22 (Mon) a Comprehensive Collaboration Agreement with Kisarazu City, Chiba Prefecture (Mayor Yoshikuni Watanabe) in efforts to improve public services and vitalize the community.

Under this agreement, CCBJI and Kisarazu City will work together in a range of initiatives, including the creation of legacy for the Olympic/Paralympic Games Tokyo 2020, development of organic community and promotion of SDGs, wide usage of the city’s local electronic currency “Aqua Coin”, prevention of crimes and disasters, etc.

As part of these initiatives, we will install our “Torch Relay Memorial Vending Machine” at Kisarazu City Hall to bring excitement to the torch relay in the area. The vending machine has special wrapping with the names of the communities where the torch relay passes through, letting people know when the torch relay is coming. In addition, we promote the local electronic currency “Aqua Coin” that is available only in Kisarazu City through smart phone, by placing stickers and creating photo spots.

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.



From the left, CCBJI Vending Kanto District Manager Tomohiro Ichikawa, Kisarazu City Mayor Yoshikuni Watanabe

[Comment from Kisarazu City Mayor Yoshikuni Watanabe]

We partner with corporates, citizens, and other various stakeholders and promote the “creation of organic community” across the city. Under this agreement with Coca-Cola Bottlers Japan Inc, we hope to improve the lives of the citizens and to vitalize the area through prevention of crimes/disasters, promotion of sound health and economy, creation of momentum for the Olympic/Paralympic Games Tokyo 2020, etc.

[Comment from CCBJI Vending Kanto District Manager Tomohiro Ichikawa]

I am pleased to have concluded this agreement with Kisarazu City to collaborate on the improvement of public services and vitalization of the community. Through the placement of our Torch Relay Memorial Vending Machine, we will create momentum for the Olympics and Paralympics, promote the local electronic currency “Aqua Coin”, and work together in other diverse programs, thereby taking a role in delivering happy moments to everyone in Kisarazu City.

*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.