

News Release

November 19, 2020

Coca-Cola Bottlers Japan Inc.

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

Coca-Cola Bottlers Japan Inc. (Headquarters in Minato-ku, Tokyo; Representative Director & President Calin Dragan; hereafter “CCBJI”) concluded on November 19 (Thu) a Comprehensive Collaboration Agreement with Shiroi City, Chiba Prefecture (Mayor Kikuo Kasai) in efforts to improve the public services and vitalize the community.

Under the agreement, CCBJI and Shiroi City will work together in diverse areas, including the citizens’ safe and secure living, children’s healthy growth, people’s well-being, agricultural/commercial/industrial activities, etc., and will advance various initiatives to improve the lives of the citizens.

As part of the collaboration, CCBJI will install its disaster-relief “peak-shift vending machines” at Shiroi City Hall and other locations in the city in phases and also set up digital signage on the first floor of the City Hall. The digital signage is designed to display the information on the city’s programs and events, local produce, and seasonal delights of the community, while switching the monitor during an emergency to provide earthquake and other disaster information with vocal messages and a revolving warning light placed on the top.

Under our new 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, Shiroi City Mayor Kikuo Kasai

【Comment from Shiroi City Mayor Kikuo Kasai】

Shiroi City makes efforts in strengthening not only its public services but also the partnerships with citizens, citizens' groups, businesses, and other various entities and works as "All Shiroi" in order to realize a community in which each person can feel his/her own wealth of life. Through this agreement, I feel assured that we can develop the city based on the public-private partnership with Coca-Cola Bottlers Japan Inc. in a range of areas, including the citizens' safety and security, healthy growth of children, people's well-being, and energized industrial activities.

【Comment from CCBJI Vending Kanto District Manager Tomohiro Ichikawa】

I am pleased to have been able to conclude this agreement with Shiroi City, who has been supportive on a daily basis, and work together on the vitalization of the community and improvements of the public services. Through the installation of disaster-relief "peak-shift vending machines" and digital signage, we will work with the city in various areas, including the citizens' safe and secure living, healthy growth of children, people's well-being, and agricultural/commercial/industrial activities, etc. and offer our assistance in a way that we can deliver happy moments to everyone in Shiroi City.