

News Release

October 19, 2020

To the press,

Coca-Cola Bottlers Japan Inc.

Coca-Cola Bottlers Japan Hiroshima Plant Plant tour facilities completed!

**Tour offers new sensations of not just seeing
the plant but “experiencing” it.**

* Public opening date is not yet decided.

Coca-Cola Bottlers Japan Inc. (Headquarters in Minato-ku, Tokyo; Representative Director & President Calin Dragan; hereafter "CCBJI") completed the construction of plant tour facilities at its new Hiroshima Plant opened on June 1, 2020 (in Mihara City, Hiroshima Prefecture).



Exterior view of Hiroshima Plant



"Bottle Theater" in the plant tour facilities

All of our plant tours are currently suspended to prevent the spread of COVID-19 infections (*1), and the public opening date of the Hiroshima Plant tour is also yet to be decided. However, we have put everything ready to welcome many people as soon as we open the tour.

Hiroshima Plant tour presents new contents for the visitors to not only “see” the manufacturing process but also “experience” it.



In the “experience booths”, you feel like you are one of the raw materials and experience the process of being manufactured into a drink. In one of the booths, you can go through a mixing process of water and syrup by using your senses of seeing and hearing. Also, when you step into a tank-like booth whose inner walls are covered with mirrors in various angles, you will feel an unusual sensation of your body becoming part of the space and being distorted by the beams and sounds inside.

An example of "experience booths" in the plant tour facility

Inside an another "experience booth", a special sheet on the entire wall reacts to flashes of a smartphone and projects an image that comes and goes but you cannot see it with the naked eye. By seeing these flashing images, you can feel the process of “cooling and carbonating a drink” through your sense of vision. The tour also offers a space to learn the history of Coca-Cola and its brand, lounge to enjoy trying Coca-Cola drinks, good spots for photo-taking, etc., in addition to introducing the recovery steps from the disaster-affected former “Hongo Plant” to the present “Hiroshima Plant” with illustrative images and pictures.

We regard the plant tour as one of the opportunities to have direct communication with consumers, customers, and other various stakeholders. While currently suspending all plant tours to prevent COVID-19 infections, we have set up a special “Virtual Plant Tour” page on our website (<https://www.ccbji.co.jp/plant/special/>) so that we can continuously use our plant as a place to communicate with you.

(Note 1) Among our 17 plants in Japan, we offer plant tours at 6 locations, including Zao Plant (Miyagi Prefecture), Tama Plant (Tokyo), Kyoto Plant (Kyoto Prefecture), Tokai Plant (Aichi Prefecture), Ebino Plant (Miyazaki Prefecture), and Hiroshima Plant (Hiroshima Prefecture). In 2019, we enjoyed nearly 170,000 visitors at 5 plants.

【Outlines of Hiroshima Plant Tour Facilities】

Location: In the premises of Coca-Cola Bottlers Japan Inc. Hiroshima Plant at Numatanishi-cho Sojo, Mihara City, Hiroshima Prefecture

■ Total floor space: 3,033.58 m²

Designing/construction period: January to the end of September 2020

[Outlines of Hiroshima Plant]

Name: Coca-Cola Bottlers Japan Inc. Hiroshima Plant

Manufacturing line: Two aseptic lines

Construction completed in: June 2020

Area: 89,420 m² (Approx. 27,050 tsubo)

Total floor space: 55,330 m²

Manufacturing capacity: 900 bottles per minute (Small PET)

Manufacturing items: Tea and coffee, carbonated/sports/ juice drinks, etc.

Investment amount: Approx. 26 billion yen

*Please note that the information contained in this news release is as of the date of release.
Some information may have changed since then.