

News Release

Jun 04, 2021

Coca-Cola Bottlers Japan Inc.

Coca-Cola Bottlers Japan installed “Food Loss Prevention Vending Machine” at Sagamihara City Hall in Kanagawa Prefecture

A demonstration experiment conducted as part of collaboration efforts under “Sagamihara SDGs Partner”

Coca-Cola Bottlers Japan Inc. (Headquarters in Minato-ku, Tokyo; Representative Director & President Calin Dragan; hereafter “CCBJI”) concluded on June 4 (Friday) an “agreement for a demonstration experiment with a food loss prevention vending machine” (hereafter “Agreement”) with Sagamihara City (Mayor Kentaro Motomura; hereafter “Sagamihara City”), Kanagawa Prefecture, and installed a food loss prevention vending machine in the city hall.



“Food Loss Prevention Vending Machine” installed at the main entrance on the first floor of the Sagamihara City Hall main building

CCBJI has entered into this Agreement as part of “Sagamihara SDGs Partner” (Note 1) collaboration efforts, for which CCBJI registered this year, and installed the “Food Loss Prevention Vending Machine” as a demonstration experiment. As a partner of Sagamihara

City, which works towards achieving and promoting SDGs, CCBJI will raise awareness of food loss reduction among Sagamihara citizens and verify its effectiveness to make the most of the efforts for the future with Sagamihara City. Part of the proceeds from the "Food Loss Prevention Vending Machine" will be donated to Sagamihara City to be used for initiatives that contribute to the promotion of SDGs.

On "Food Loss Prevention Vending Machines," products that have become surplus stocks are sold at less than the usual price as "food loss prevention products," along with regular products. "Food Loss Prevention Products" are no different from regular products other than that they are close to their best-by date (approx. 2 months). CCBJI hopes that purchasing "Food Loss Prevention Products" through this vending machine will lead to increasing purchasers' awareness about food loss, and intends to make efforts to help Sagamihara City achieve and promote SDGs.

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.

■ Outline of the demonstration experiment with the Food Loss Prevention Vending Machine
Installation date: June 4, 2021 (Friday)

Location: At the main entrance on the first floor of the Sagamihara City Hall main building

Objectives of the demonstration experiment: To raise the citizens' awareness of the food loss reduction and the promotion of SDGs and to facilitate their proactive actions towards them

Demonstration experiment period: From June 4, 2021 to March 31, 2023 (planned)

(Note 1)

Sagamihara City has been selected as a "SDGs Future City." Based on the SDGs philosophy, Sagamihara City is seeking for companies, organizations, and the like that work together on tackling regional issues and creating a sustainable community where no one will be left behind, as a "Sagamihara SDGs Partner." CCBJI has Sagamihara Sales Center in Sagamihara City. As a company having its business site also in Sagamihara City, CCBJI has registered as a "Sagamihara SDGs Partner" this year, empathizing with the objectives of "Sagamihara SDGs Partner."

※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.