



September 29, 2016  
Bio c' Bon Japan  
AEON CO. LTD.



## Bio c' Bon Azabujuban Store to Open as the First Store in Japan

Bio c' Bon Japan.(President and Representative Director Mitsuko Tsuchiya) announced that it will open its first store in Japan, Bio c' Bon Azabujuban Store, in December 2016 in the Azabujuban district of Minato Ward, Tokyo.

Bio c' Bon Japan was established in June 2016 as a joint venture between Aeon Co., Ltd. and Marne & Finance Europe, which operates the French supermarket chain, Bio c' Bon. Japan's first Bio c' Bon store will feature organic agricultural products, organic processed foods, and "Bio" (organic) wines and cheeses imported directly from France. In addition to its broad product selection, the store will invite residents from the neighborhood to participation-style events to promote familiarity with Bio toward the store opening. The supermarket's concept is building "connections" among people and between people and nature. With this concept, the new store aims to be a familiar place for neighborhood residents to shop at and enjoy Bio lifestyles.

Through developing Bio c' Bon supermarkets in Japan, Aeon aims to share the attractions of Bio lifestyles and promote the expansion of the organic foods market, thereby contributing to "Health, Wellness, and Happiness" of its customers.

### **What is Bio c' Bon?**

Bio c' Bon is a company that operates supermarket chain "Bio c' Bon" offering mainly Bio products at more than 100 stores across Europe, primarily in France. The chain has continued to grow based on its reputation for foods with "a high level of freshness" and "reasonable prices to support everyday Bio lifestyles", strengths which have helped spur the expansion of the French organic foods market. "Bio" means "organic" in French, while "bon" means "good" and "delicious." Hence, the brand name of "Bio c' Bon" implies that Bio, it's great."



### **Our Goals**

The goals of Bio c' Bon are to share the deliciousness of meticulously grown Bio products with consumers, and promote the joys of Bio lifestyles. Offering products at reasonable prices is important to ensure that customers can enjoy a Bio lifestyle on a daily basis. Additionally, communication with each customer ensures that stores provide a familiar and enjoyable shopping experience.

Through the promotion of Bio products, the store endeavors to connect food producers with customers, people with nature, and proposes a lifestyle with Bio which is people and environmentally friendly.

### Examples of Products and Services:

- The vegetable corner features mainly seasonal JAS-certified organic products raised meticulously by local farmers in Japan. Many products are priced by weight so customers can appreciate the naturally distinctive shape and size of each of the hand-raised vegetables.
- The stores will introduce the JAS-certified organic products of local vegetable and livestock farmers in Japan. The beef products section will include imported organic beef along with Japanese beef (shorthorn cattle) raised in the Bihorotoge pass region of Hokkaido. These cattle are raised on mother's milk for eight months after birth and fed only hand-made organic feed thereafter. The beef is aged to bring out the deliciousness of the red meat, producing a uniquely flavorful delight.
- From outside Japan, the store will offer more than 1,000 different Bio-certified products, including wines, cheeses, confectionaries, seasonings, and cosmetics, many directly imported from France. From Japan, it will offer organic JAS-certified organic rice, *tofu*, *konnyaku*, buckwheat noodles along with milk and other dairy products.
- The store will have an open kitchen where customers can casually enjoy Bio products. Recipe featuring special products bringing out the best of seasonal Bio ingredients proposed by collaboration of Bio c' Bon staff of France, local Japanese organic farmers, and Japanese French chefs. The various dishes and sandwiches made in the kitchen will be available for sale. The store will also have an eat-in corner to enjoy fresh Bio products.

### Store Image



### ■Store Overview

Store name: Bio c' Bon Azabujuban Store

Location: 2-9-2 Azabujuban, Minato Ward, Tokyo

Website: <https://www.bio-c-bon.jp/> (Japanese only)

Opening date: December 9, 2016 (subject to change)

### 【Contact for inquiries】

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