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October 13, 2016
AEON SAVEUR Co., Ltd.
AEON CO., LTD.

Debut of Gourmet country French No.1 brand in Japan!

“Picard Aoyama Kottodori Store”

the First Store in Japan to Open

Aeon Saveur Co., Ltd. (Head office: Chiba Prefecture; President and Representative Director: Michiko Ono, hereinafter, Aeon Saveur) opens “Picard Aoyama Kottodori Store,” the first store in Japan. “Picard” is a specialty frozen food supermarket chain, established in France on November 23, under the concept of “delicious meals anytime, for everyone, 365 days a year.”



Followed by the opening of the first store, Aeon Saveur plans to open two more stores in Tokyo. In addition, , EC store will be open on November 17 before the opening of the first store. Moreover, Picard corner in some general merchandise stores “Aeon” will be renewed as “Petit Picard.”

Aeon Saveur proposes “effortless” life style responding to rising needs of women to enjoy their life without working too hard, as well as supports “Health & Wellness & Happiness” life style through products with superb freshness, natural process, and eco-friendly which can be realized by frozen food.

In response to the increasing number of aging population, single-person household, and working women in Japanese market, Aeon strives to lead the frozen food industry through seeking for new needs in Japan, with a variety of products which are authentic French home-style dishes, and “innovation to seek for deliciousness, beauty, and new food culture” which Picard SAS is working on. These are realized by working together with Picard SAS.

[About Picard]

Picard is a specialty frozen food supermarket chain which Picard Surgelés SAS (Head office: Paris; CEO: Philippe Dailliez; hereinafter “Picard SAS”) operates over 1,000 stores throughout France, as well as in Italy, Belgium, Sweden, and Switzerland. Responding to the dietary trend in France with gourmet food, Picard has developed over 1,000 SKU pursuing more enjoyable food with deliciousness, beauty, health, and safety in mind. 200 new items are launched every year. For the past five consecutive years, French consumers have named Picard their No. 1 food brand in the survey for favorite food brand*. While relieving the burden of meal preparation, the company’s frozen foods feature superior quality and safety, making the selections perfect for every kind of dining occasion, from daily meals to home parties and even restaurant cuisine.

*The survey “L’Enseigne préférée des Français” is conducted by editialis and OC&C Strategy Consultants

[Picard Aoyama Kottodori Store]

Picard Aoyama Kottodori Store, the first store to be opened in Japan, offers a full lineup of over 200 fashionable and variety of products including popular vegetable dishes in Paris, beautiful aperitif unique to French brand, and desserts. As with the philosophy of Picard stores in France, the Store proposes a dining table filled with delicious meals 365 days a year with wide variety of products that cater for every dining occasion. These are realized only by specialty store making the most of frozen technology.

For breakfast (petit déjeuner)



For lunch (déjeuner)



For dinner (dîner)



For tea time (goûter)



For party as aperitif (soirée apéritif)



Ingredients and sauces unique to France which add the flavor to dishes are offered.



The Store will offer a variety of fresh foods all the time by adding new products and seasonal products as needed.

[Special Christmas with Picard]

Picard shops propose “wonderful Noel (Christmas)” unique to France.



8 mini-champignons au marron (Small marron desserts)



Saumon en crouete (Salmon pie)



[Overview of Picard Aoyama Kottodori Store]

- Store name: Picard Aoyama Kottodori Store
- Address: 5-9 Minami Aoyama, Minato-ku, Tokyo
- Tel: 080-3311-5120
- Business hours: 10:00-21:00
- Website: <https://www.picard-frozen.com>

[Picard stores to be opened in 2016]

- Picard stores
 - Picard Aoyama Kottodori Store (to be opened on November 23)
 - Picard Nakameguro Store (to be opened in the beginning of December)
 - Picard Azabujyuban Store (to be opened in the beginning of December)
- Petit Picard stores *in general merchandise store “Aeon”
 - Petit Picard Shinagawa Seaside Store
 - Petit Picard Shinonome Store
 - Petit Picard Higashikurume Store
- EC store to be launched on November 17