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AEON CO., LTD.

Bon Appétit!—adding French esprit to your table

Picard, No. 1 Frozen Food Supermarket in France, to Make Its Début in Japan
at Aeon Tamadaira Woods Store on Thursday, November 20

Aeon will roll out the first “Picard” sales corner in Japan, at Aeon Tamadaira-woods Store, which will have a grand opening on Thursday, November 20. “Picard” is the most popular frozen food specialty store in France. Aeon will deliver Japanese customers with the sophisticated French food culture through providing “Picard” products, in response to the growing needs for easy-to-cook food due to the trends such as aging, increased single-person households, and working women.



“Picard” operates a total of nearly 1,000 stores not only in France but also in Italy, Belgium, Sweden.

The brand offers a broad selection of frozen products ranging from vegetables and seafood to meat dishes, bread and desserts, all of which provide customer with “deliciousness,” “beauty,” “safety” and “security.” In France, because of its good taste and convenience in preparation, “Picard” products are widely enjoyed in a variety of occasions, including at restaurants, for everyday meal, for home parties and so forth.

Picard won the first place for four consecutive years in a survey of favorite food brands in France. The brand has now regarded as a “must-have” for French home backed by popular support from its people.

“Picard,” for the first time in Japan, will open its selling corner at Aeon Tamadaira Woods Store with an ample selection of its best seller items. About 50 products; such as nicely-decorated appetizer that goes well with wines, the dishes used French distinct ingredients such as duck meat or foie gras, Moelleux chocolat that sold as many as two million pieces yearly and adopted as café menu in Paris, are offered with excellence in its “deliciousness” and “beauty.”

Kicking off with this enrollment of “Picard” corner at Aeon Tamadaira Woods Store, Aeon will proceed to introduce the corner into other 9 General Merchandize Store, “Aeon” and “Daiei,” located in the Metropolitan area by the end of 2014. Aeon will collect customers’ opinions to improve product assortments. By 2016, Aeon plans to open a roadside “Picard” store like those in France, aiming to establish a business model for frozen food supermarket in Japan.