

March 23, 2015
AEON CO., LTD.
AEON TOPVALU CO., LTD.

Available only at Aeon!

AEON Launches “Topvalu Select: Fat-free Greek Yogurt,” the First Greek Yogurt Under Domestic Private Brand

Through Japan’s largest sales network, Aeon leads the Greek yogurt market to support its customers’ health



Aeon’s private brand “Topvalu” has been offering products that support everyday life of customers by incorporating customer voice in its products. The Greek Yogurt is one of the best fruits of our efforts this year. The product bears completely new values and incorporates hidden customer needs.

With the society aging rapidly, there has been growing needs for a healthy living, both physically and mentally. Responding to the trend in “health and wellness” and to reinforce our efforts in the field, Aeon has been developing various products and services. As part of the efforts, Aeon launches the first Greek yogurt under a domestic brand “Topvalu Select: Fat-free Greek Yogurt” on Tuesday, March 24.

Greek yogurt market has been growing rapidly, especially in the United States. Gaining popularity as a healthy snack among health-conscious people such as New Yorkers, Greek yogurt holds a share of over 40% in the US yogurt market. Catching on the growing trend in Japan, Aeon has developed a fat-free Greek yogurt under “Topvalu Select”, which offers high-quality products.

[Features of “Topvalu Select: Fat-free Greek Yogurt”]

1. It is the first Greek yogurt sold under private brand in Japan. Furthermore, Aeon is the first retailer in Japan offering a fat-free, plain Greek yogurt.
2. Concentrated by the straining process, the yogurt is three times as thick as normal yogurts. The product also boasts twice as much protein content and richer taste.
3. Containing no fat, the Aeon’s Greek Yogurt is low-caloried compared to normal Greek yogurt. This product, therefore, is the best option for those who want to eat yogurt but are concerned about the fat content.

The first of its kind! Fat-free plain yogurt offering a variety of recipes!

Aeon is the first company in Japan that sells fat-free, plain Greek yogurt. We will introduce various recipes for G.G (grand generation) customers whose intake of protein is said to be insufficient or people who are conscious about health and beauty or interested in sports, so that they can find their favorite way to enjoy the yogurt. The yogurt can be enjoyed as desserts or snacks, but also be used as a low-caloried seasoning for omelet or as a dipping sauce. Aeon will present many other recipes at stores and online.

Aeon offers Greek yogurt with the largest lineup in Japan!

To play a leading role in the growing Greek yogurt market, Aeon will offer Japan's largest Greek yogurt lineup in Japan. In addition to the "Topvalu Select: Fat-free Greek Yogurt (Plain/With Honey)," we will feature maximum of 19 related items including limited version of Greek-style yogurt exclusively sold at Aeon, and other products in order to support health and beauty of customers.

[Product details]

Name: Topvalu Select: Fat-free Greek Yogurt (Plain)
Topvalu Select: Fat-free Greek Yogurt (With Honey)

Specs & price: Plain 110 g ¥128 (¥138 including tax)
With Honey 110 g ¥148 (¥159 including tax)

Launched date: Tuesday, March 24

Sold at: Approximately 5,800 Group stores including AEON, Daiei, MaxValu, Supercenter, Peacock Store, The Big, My Basket, Ministop, Marunaka, and Welcia Drugstore
* Some stores do not offer the products.

Annual sales quantity: 6.3 million packs



Greek yogurt: A type of condensed yogurt which has been strained to remove its water content, and has creamy texture and rich taste. It is a traditional yogurt originated in Greece.