

January 5, 2016  
AEON Retail Co., Ltd.

**Offering a variety sushi rolls from “seasonal high-class fish,” “local ingredients,” to featuring “Hokkaido Shinkansen”**

**Up to 21 Varieties of Aeon *Ehomaki* Filled with the Delicious Flavors of Japanese Winter Delicacies!**

Aeon Retail Co., Ltd. will offer Aeon *Ehomaki* (good fortune sushi rolls) at approximately 350 Aeon and Aeon Style stores in Honshu and Shikoku on February 2-3.

This year, Aeon will offer up to 21 types of *Ehomaki* created based on the theme “Rediscovering the delicious flavors of Japan.” The selection will include *Ehomaki* with carefully selected seasonal and locally produced ingredients, as well as *Ehomaki* to celebrate the opening of the Hokkaido Shinkansen on March 26 made possible by cooperation from JR Hokkaido.

**Rediscover the delicious flavors of Japan and enjoy seasonal delicacies with Aeon *Ehomaki*!**



**◆ Carefully selected seasonal seafood ingredients from all over Japan**

Aeon has created *Ehomaki* with fastidious seafood caught in Japanese waters from Hokkaido to Kyushu. We have prepared a selection of seven types of sushi rolls with ingredients including hairy crab from Oshamambe, Hokkaido, bluefin tuna from Oma, Aomori Prefecture, black-throat seaperch (rockfish) caught in the Sea of Japan, red snapper from Shimoda, Shizuoka Prefecture, winter yellow tail from Himi, Toyama Prefecture, red snow crab from Sakaiminato, Tottori Prefecture, and Toki Saba mackerel from Nagasaki Prefecture. We will also offer a serving suggestion for each type of *Ehomaki* that enhances the flavor of these deluxe ingredients, for example ishiri ponzu vinegar for Himi winter yellow tail *futomaki*, as an alternative to the conventional combination of soy sauce and wasabi.

**◆ Seikan Tunnel *Ehomaki*, made possible by cooperation from JR Hokkaido**

This *Ehomaki* celebrates the opening of the Hokkaido Shinkansen on March 26. To resemble the Seikan Tunnel, Aeon will offer a splendid *futomaki* (thick roll) that contains *akami* (lean) and *tataki* (minced) Oma bluefin tuna from the Aomori side of the tunnel and Oshamambe hairy crab and Sea of Okhotsk scallops from the Hokkaido side.

**◆ Limited-availability *Ehomaki* made using locally produced ingredients!**

Aeon’s local buyers have carefully selected ingredients and sushi items with enduring local popularity. That enables us to offer items unique to each region. A total of 34 varieties of buyer-selected *Ehomaki* available in Honshu and Shikoku include a *futomaki* made with local *shakushina* (a leaf vegetable) and mackerel for Saitama Prefecture, and one made with Matsusaka beef boiled in soy sauce and *mirin* (sweet cooking rice wine) for Mie Prefecture.

**Details**

Advance order period: Orders accepted until January 29 at stores or on the website

Available in stores: February 2 and 3

Sales outlets: Approximately 350 Aeon and Aeon Style stores in Honshu and Shikoku

Number of items: Maximum of 21 varieties (including 7 kinds available by advance order only)

\*Excluding locally available items

Price range: ¥398 (¥429 including tax) to ¥5,000 (¥5,400 including tax)

\*Aeon stores in Hokkaido, Kyushu, and Okinawa will offer different types of *Ehomaki* unique to each region.