

AEON
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Fully Global, Truly Local

SPECIAL FEATURE

Enjoyable meals for everyone

特集

人人乐享餐桌美味

Interview

Remi Hirano

Cooking enthusiast

专访

平野Remi

美食料理家

The Power of Local Specialties
当地物产的力量 6

Deep Red Fruit Rich in Vitamin C
Acerola
(Motobu Town, Okinawa Prefecture)

Motobu Town is an ideal location for growing fruit owing to the temperature difference between day and night, which is unusual in Okinawa, and to the mixture of acidic and weak alkaline soil. Grown under plenty of sunlight thanks to the meticulous pruning by the producers, acerola ripens to a red color and has a mild sour taste. It is a fruit with a particularly high vitamin C content, and can be enjoyed fresh picked from spring to autumn, with the peak season in July and August. It is also available frozen or processed all year round.

富含维生素C的鲜红水果
金虎尾
(冲绳县本部町)

本部町具有冲绳少见的昼夜温差,酸性和弱碱性土壤有机混合,十分适合水果种植。生产者精心修剪果树枝叶,充分沐浴了阳光的金虎尾色泽鲜红、口感酸润。金虎尾在水果中维生素C含量极高,每年的7、8月迎来成熟高峰,从春到秋采摘的新鲜果肉经冷冻加工后一整年都能食用。



The Motobu Town Acerola Fruit Marketing Society was established as part of Aeon's Food Artisan project, which strives to inherit traditional skills through partnerships with producers who are working to preserve local specialties.
永旺的“Food Artisan (食品匠人)”活动中成立了“本部町金虎尾水果销售研究会”,与维护乡土风味的生产者携手合作,努力推动传统技艺的传承。
<http://www.foodartisan.jp/>

Illustration by AYA COHARU

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Cover Art by IROKEN

An artist with a style imbued with originality, aiming to create mobiles that blend in with the day-to-day lives of people. For this special feature, swaying mobiles of various foods depict a breath of fresh air being blown into the delicious meals enjoyed in daily life.

环境创作风格的艺术家,旨在让活动雕塑融入人们的日常生活,通过各种食材的活动雕塑营造生动活泼的氛围,寓意日常餐桌美食将迎来一股新风。

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SPECIAL FEATURE 特集

Enjoyable Meals for Everyone

In response to the changes in customers' values regarding food, Aeon has evolved its products and services related to food with aspirations to balance both tastiness and health besides ensuring “safety and security.”

In 2016, in an effort aimed to create new values for food, Aeon opened supermarkets specializing in frozen foods and organic products, and launched Topvalu products for people with food allergies.

This issue features Aeon's challenges in realizing “enjoyable meals for everyone.” The interview with Remi Hirano, a popular figure as a cooking enthusiast, provides insight on the importance of everyday meals and meals that enrich our lives.

人人乐享餐桌美味

随着顾客在饮食方面的价值观不断发生变化,永旺除了在“安全、安心”上提供保障外,还力求兼顾美味和健康,不断发展与饮食相关的商品和服务。

作为有助于创造饮食新价值的举措,永旺于2016年开设了专营冷冻食品和有机食品的超市,并通过“TOPVALU(特慧优)”发售了针对食物过敏者的商品。

本期将介绍永旺为实现“人人乐享餐桌美味”而实施的具有挑战性的举措。

在卷首采访中,美食料理家平野Remi将和大家分享她对日常饮食的重要性以及丰富生活的餐桌美食的看法。

Illustration by KYOKO OGURA



Remi Hirano

平野 Remi

Delicious Meals Make Life Happier

As people's lifestyles and values toward food are diversifying, here to provide insight on the importance of food in our daily lives and meals that enrich our lives is Remi Hirano, a popular figure as a cooking enthusiast.

餐桌美食能让我们的人生充满幸福

人们的生活方式和饮食价值观越来越多样化，本期，美食料理家平野Remi将和大家分享她对日常饮食的重要性以及丰富生活的餐桌美食的看法。

Cooking is something that can delight and connect people

I believe that choosing delicious food ingredients and enjoying homemade cooking made from the heart lie at the core of how people live. We can work and laugh at something funny all because we are healthy. And what is essential in maintaining our health is what we eat. I think, "cooking is wonderful" because you can cook something yourself, and you can enjoy the process with all five senses through taste, texture, appearance, aroma, and sound. That is why when I'm with my family and as well as when I'm alone, I always cook something even if it's a simple dish. It all started with my husband's words back when we were getting married, "How many times in my life will I be able to enjoy Remi's cooking?" At that time, I thought there would be countless opportunities, like tens of thousands of times. However, I realized that the number of meals in a lifetime is surprisingly limited. From that moment on, I have wanted "to cook delicious meals" from the bottom of my heart.

When people taste something good, it naturally brings a smile to their faces. This is because the moment that you swallow delicious food as it passes through your throat is truly a moment of happiness. If someone says something tastes good, then I'm happy to cook it for him or her. And if someone else says that it's also good, then that will motivate me to cook even more. Eating delicious food is like a chain reaction of feelings of fun and joy that leads to communication. I feel the same even if I don't share a meal with someone. When people cook a recipe that I had introduced, for example on Twitter, they would send me comments with photos saying, "It was delicious." I don't know their faces or names, but it feels like that our palates are connected, and I feel something very precious there. The wish to want to enjoy delicious food is a feeling we all share. That is why I hope that everyone will try to eat delicious food, and by sharing that delicious experience with someone, have it lead to joy and happiness in life.

Finding your own style of "deliciousness" even with simple dishes

I am inherently lazy and short-tempered, and I don't enjoy doing difficult tasks. With the wish to make simple home cooking without spending too much money or time, I am working as a cooking enthusiast by making the most of my experience as a housewife. The reason someone like me, who didn't study at a culinary school, can continue working for such a long time is because there are probably many others like me who want to make delicious dishes quickly and simply.

It's not difficult to make delicious meals. In cooking, the taste of an ingredient can change depending on how you cook it, so cooking is like a fun experiment. You should believe your taste buds, without worrying too much about manuals or steps. Even if it doesn't turn out well, almost everything is edible (laugh). Recently, I think it's great that more men are cooking. I hope that everyone will enjoy cooking and find his or her own style of "delicious tastes."

料理不但能让人快乐，还能维系人与人的关系

选择美味的食材并品尝自己精心制作的料理是人生存的根本。正因为身体健康，我们才能去工作和享受快乐。而要保持健康，饮食至关重要。自己制作的料理能让人从味觉、口感、外观、香味、声音这五感中感受到快乐，这时人们就会觉得“料理真是不错啊”。因此我无论是和家人在一起，还是一个人独处，即便是一顿简餐，我也会动手去做。所以会这样是因为我的丈夫在结婚时说过一句话：“我这一辈子能吃几次你做的料理呢？”当时我想着永远都有机会的，应该有几万次吧，但回过神来才发现，人一生中能进餐的次数出乎意料之少。从那一瞬间开始，我便从心底希望制作美味的食物。

人一感受到美味便会自然绽放笑容。这是因为唯有美食通过喉咙的时刻才是幸福的瞬间。有人说好吃，我就会努力地制作料理，如果再有人说好吃，我就会更加努力。享用美食成了传递快乐和喜悦的介质。同样的感受，即便不同时进餐也能感受到。我会在推特上介绍一些食谱，看到这些食谱的人会尝试自己做，然后留言说“很好吃”并附上照片。虽然我不知道他（她）们的相貌，也不知道他（她）们的姓名，但我能感觉到大家靠舌头联系在一起，是一种非常有爱的感觉。大家都有希望享用美食的心情。也正因为如此，我们才希望大家精心制作美食，通过与别人分享美食获得人生的喜乐和幸福。

即便是简单的料理也能找到属于自己的“美味”

我原本就是比较懒散、性急、怕麻烦的性格。基于“尽量在不花费金钱和时间的基础上简单地制作可口的家庭料理”这一初衷，我利用当主妇的经验做起了美食料理家的工作。没有上过烹饪学校却能持之以恒，或许也是因为除了我以外，还有很多人也希望简便地制作美味佳肴吧。

制作美味可口的料理并不困难。食材的味道会因烹调而发生变化，也就是说，制作料理就像是一次有趣的实验。不要拘泥于指南和步骤，相信自己的舌头就可以。即使失败，通常也能吃（笑）。最近，制作料理的男性也越来越多，这是一件好事。大家都希望享受烹饪的乐趣，找到属于自己的味道。



"Cooking is wonderful because it can delight people with all five senses"

“通过五感让人快乐的料理非常棒”

Profile

Cooking enthusiast and chanson singer. She posts many creative recipes with her motto "shufu (meaning housewife) chef cooking" and develops cooking utensils as well. Her Twitter "140 character recipes" has 340,000 followers.

美食料理家、民歌歌唱家，以“非主妇的料理”为座右铭，除了发布大量创意食谱外，还开发厨房用品，推特上的“140字食谱”拥有34万粉丝。

When I go shopping at supermarkets, I can feel the rising interest in food safety and security as well as in health through food. That is why easy-to-understand labeling about product information is helpful for the buying side, such as reassuring products with information about the producer. Meanwhile, it would be a pity if you had a wish to carefully select your ingredients, but had to give that up because the ingredients were too expensive. For example, there are probably many people who would like to buy organic vegetables every day if they were less expensive. In fact, if more people actually bought them, then there would be more stores and producers of organic vegetables, and the prices would be more affordable. Hopefully one day this will become reality, and I am looking forward to the initiatives taken by Aeon and other retailers. If Aeon can handle more ingredients that are good for the body at its stores across the country and launch new businesses related to food, I am all for it! Everyone is able to easily select ingredients that he or she wants, and can enjoy eating them. If there are more meals like this, then it will surely make everyone happier.

去超市后我感到，大家对食品安全和饮食健康的关注度越来越高。因此，商家在商品信息中加入简明易懂的标注有助于消费者选购，例如能知道具体的生产者从而感到放心。虽然渴望严格选购食材，但却因为价格而放弃确实令人遗憾。例如有机蔬菜，如果价格能更便宜一些，那么每天应该都会有很多人会想购买。如果实际购买的人增加，那么有机蔬菜的生产者和有机蔬菜的销售店铺也会增加，价格也就变得更加亲民了。期待以永旺为首的零售行业采取举措，让这一天早日到来。非常欢迎永旺在全国的店铺增加健康食材的品种和数量，开启与饮食相关的新业务。如果越来越多的人都能便捷地选购所需的食材并品尝到美味可口的料理，那么相信大家一定能更加快乐和幸福。

The Future of “Food” that Realizes a Rich and Sound Mind

让未来的“饮食”丰富和健全人的心灵

Japan is a mature society where one can find a variety of “food” from around the world. What is the value that consumers today find in “food” which is essential to life? To provide the answer to this question, this feature looks at the future of “food” proposed by Aeon.

社会成熟的日本聚集了世界各地的丰富“饮食”。人类生存不可或缺的“饮食”在现代消费者的认知中有何价值呢？为回答这一问题，让我们从永旺提出的未来“饮食”方案中一探究竟。

Looking beyond the tastiness to fill people's hearts with happiness

With more health conscious consumers who “want to be healthy and beautiful,” they say the size of the global health and wellness food market is expected to reach 100 trillion yen in 2020. In particular, due to rising awareness about “eating natural food that is good for the body” and “selecting environmentally-friendly products grown free of agrochemicals,” the organic food markets mainly in the United States, Germany and France are showing rapid growths. The markets are expanding at an annual double-digit growth rate*.

Although the market size in Japan is smaller compared to that of Europe and the United States, the consumption of organic food is expanding. Meanwhile, diversification of consumption has progressed in Japan. One consumer may have diverse values that are applied according to different situations. In the context of “food,” consumers are unconsciously taking various consumption behaviors, including “actions” to buy, cook and eat food items.

让人在享用美食后感受幸福

在人们越来越希望健康、美丽的意识形态背景下，全球健康与养生(Health & Wellness)食品市场在2020年将达到100万亿日元的规模。随着消费者越来越希望“摄取有利于身体健康的天然食品”、“希望选用不使用农药的环保食品”，以美国、德国、法国为中心的有机食品市场获得了飞速发展，年增长率达到了两位数的增幅*。

在日本，虽然市场规模不及欧美，但有有机食品的消费量不断在扩大。另一方面，日本的消费又呈现多样化发展。其特点是，同一个人会随着场景的变化具有不同的价值观。在“饮食”的过程中，会存在购买食材、烹饪、进食这些“行为”，以及消费者根据时间、地点、人物构成的不同“场景”，在无意识中采取各种消费行动。与

The Future of “Food” that Realizes a Rich and Sound Mind

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according to “situations” such as when, where, and with whom. Products and services related to “food” have improved in response to these behaviors. However, consumers are starting to realize that they are not fully satisfied with just the “convenience” “environmental friendliness” and “becoming healthy.” They are seeking a rich and sound mind through the “enjoyment” and “joy” they feel through delicious meals.

In an era that requires the “food” providers’ side to evolve, Aeon has launched new products and services that look ahead at the future of “food.” In 2016, Aeon formed alliances with two French companies and opened the first stores in Tokyo for Picard, a specialty supermarket for frozen food that handles authentic French home cooked meals and ingredients, and Bio c’ Bon, a specialty supermarket for organic products, ranging from food items to cosmetics and clothing. Aeon’s private brand Topvalu also launched the “Yasashigohan (Gentle Meals)” series for people with food allergies.

Aeon is striving to create a society where all kinds of people can feel happy about “delicious meals for everyone” in day-to-day life.

之相对应，“饮食”相关的商品和服务也在不断完善。然而现在，消费者仅凭“便利”、“环保”、“健康”已无法获得满足感的现象开始初见端倪。人们已经开始通过美食来获得“快乐”与“喜悦”，进而追求心灵上的丰富和健康。

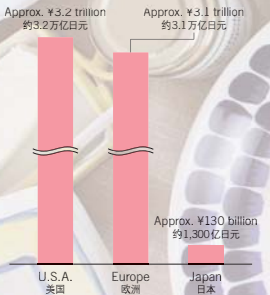
在如今这个“饮食”提供方也需要讲究进步和发展的时代，永旺洞悉到“饮食”的未来，开始提供全新的商品和服务。2016年，永旺与两家法国企业合作，在东京都内开设了销售正宗法国国家料理和食材的冷冻食品专营店“Picard”和提供食品、化妆品、服装等各种有机类商品的专营店“Bio c’ Bon”的1号店。此外，永旺还开始通过旗下品牌“TOPVALU (特慧优)”销售针对食物过敏者的“Yasashigohan”系列商品。

“人人乐享餐桌美味”是要让所有人感到幸福，而永旺正在努力实现的正是要让这一切成为人们的生活日常。

* Source: FiBL (Research Institute of Organic Agriculture)
出处: FiBL(Research Institute of Organic Agriculture)

(Photo) Example of dishes prepared with products from Picard, a specialty supermarket for frozen food (照片)冷冻食品专营店“Picard”商品的烹饪实例

Market Size of Organic Foods 有机食品的市场规模



Source: Ministry of Agriculture, Forestry and Fisheries, “Toward the Expansion of Organic and Ecological Agriculture” Feb. 2015
出处: 农林水产省“努力扩大有机、环保农业”2016年2月



1. Frozen food cases lining the store 摆满冷冻箱的店内
2. Opening of Aoyama Kottodori Store, the first store in Japan. A long line of customers waited for the opening 1号店“青山古董街店”开业时，等候开业的顾客排起了长龙



Delicious Meals 365 Days a Year Without the Extra Effort

不需太劳累也能365天轻松悦享美食

In November 2016, Aeon opened the first "Picard" store in Japan in Minato-ku, Tokyo. Picard is a specialty frozen food supermarket chain and the No. 1 favorite food brand among French consumers for seven consecutive years. Following the first store, two more stores in Tokyo have opened.

2016年11月，在法国人最喜欢的食品品牌调查中连续7年位居首位的冷冻食品专营店“Picard”的日本1号店在东京都港区开业，其后又有两家店在东京都内陆续开业。

Deliciousness and beauty with superb freshness only achieved in frozen food

The most attractive feature of Picard is its dedication to offer delicious meals with beautiful presentation. Aeon is rolling out the Picard brand in Japan because it wishes for the Japanese customers to enjoy frozen food more often, and to realize a nice "effortless" lifestyle without having to try too hard. The lineup offers aperitifs and main dishes that can be prepared with an easy one last step in the oven or frying pan, desserts at the end of a meal, as well as semi-cooked items such as pre-cut vegetables and sauces that can be arranged to suit your dish. In other words, whether it be morning, day or night, everyday meals or meals for a special day such as an anniversary or party, a menu is available for everyone 365 days a year. That is why the products are convenient for those who cannot take time to cook and

those who are not so good at cooking, as well as those who want to enjoy cooking with an extra touch. Also, the advantage of frozen food is how it can be stored at home for consumption at a later date, so nothing is wasted. The products are highly convenient for double-income and senior households that cannot go shopping for food frequently, and single persons who are not able to consume large amounts of foodstuff they buy.

Picard has gone beyond the conventional concept of "easy to prepare and convenient" frozen foods in Japan and responds to a range of customer expectations. There are growing needs to "use selected ingredients and tastes," "more easily consume vegetables," and "more easily enjoy dishes made with authentic French ingredients." Customers who had not used frozen food because they had wanted to stick to homemade dishes are also supporting Picard for reasons such as being able to "create colorful meals" and "share cooking photos on SNS" owing to the beautiful presentation.

只有冷冻食品才具有的鲜美口感和靓丽品相

Picard最大的魅力在于对产品口味和外观品相的讲究。永旺在日本推广Picard的背景是，日本消费者希望更好地选用冷冻食品，不用费时费力便能过上轻松享用美食的生活。Picard的产品除了有用烤箱和煎锅便能轻松烹调的前菜、主食及餐后甜点外，还有各种方便自行搭配的已处理好的蔬菜、酱汁等半成品。换言之，Picard为消费者备齐了菜单，无论是平时的一日三餐，还是纪念日、聚会等特殊日子，任何人都能每天随时备上一桌丰盛的佳肴。这不仅方便了没有时间或不擅长做饭的人，对希望花点时间享受烹饪乐趣的人而言更是得心应手。此外，冷冻食品购回后可以保存在家里，即便不立刻食用也不会浪费，这也是冷冻食品独有的优点。双职工家庭和老年家庭无法经常购物，单身生活的人买了食材经常用不完，对于这类群体而言，Picard的产品可以说具有很高的便利性。

一直以来，日本消费者对冷冻食品的概念是“烹调简单而便利”，而Picard的产品超越了这一概念，能满足消费者越来越“讲究味道和食材”、“希望更加简单地摄取蔬菜”、“渴望轻松品尝使用正宗法国食材制作的料理”等各种需求。此外，由于Picard的产品具有良好的外观品相，那些过去不太使用冷冻食品而讲究亲手制作料理的消费者也纷纷通过“演绎出华美的摆盘”、“在社交网站分享料理照片”等表达了支持。

The development of these products is made possible because Picard possesses technologies and knowhow to maximize the features of frozen food. Foods in season are instantly frozen, and temperature control is ensured from the production plant to the store to retain the freshness without spoiling the flavor of the ingredient. By having a policy not to use preservatives, synthetic coloring, additives such as flavor enhancers, or genetically modified foods, Picard has established a strict quality control system to deliver the delicious taste of the ingredients.

An encounter with Picard has the potential to create new food styles for customers. For example, those who had eaten out may enjoy eating and drinking at home, or may invite friends to their home. Aeon is aiming for frozen foods to become a more familiar part of people's lives and to create delicious meals.

之所以能开发出这样的产品，是因为Picard拥有能最大限度发挥冷冻特性的技术和经验。为了不损失食材味道并保持食材新鲜，Picard对时令食材进行瞬间冷冻，并在从生产工厂到进店摆货的过程中坚决落实温度管理。Picard还建立了严格的质量管理体系，杜绝使用防腐剂、合成着色剂、增味剂等添加剂和转基因食品，从而实现了原汁原味的美食。

Picard的产品让过去下班后在外就餐的人能在家一边品酒一边享用美食或在家招待朋友，消费者可能由此养成新的饮食习惯。冷冻食品越来越贴近消费者的生活，希望冷冻食品能让消费者更快、更好地悦享美食。



Message from Ambassador of France to Japan

Wishing for further development in the food culture through Franco-Japanese exchange

希望通过日法交流，进一步发展饮食文化



H.E. Mr. Thierry Dana
Ambassador of France to Japan

Profile

Thierry Dana was assigned to the French Embassy in Algeria in 1984. After returning to France, he handled important projects at the Ministry of Foreign Affairs. In 1995, he served as the secretary general of the G7/G8 Summit (Lyon Summit). He was appointed to the current position in 2014. He has been awarded the rank of Chevalier of the National Order of Merit from the French government.

1984年进入法国驻阿尔及利亚大使馆工作，回国后在外交部担任重要职务，1995年出任发达国家首脑会议(里昂峰会)事务局长，2014年出任现职，获得法国骑士勋章。

In France, "food" is an important element in our cultural identity. The traditions and cultures in each region formed by a wide variety of ingredients and cooking methods have continually evolved to create the gastronomic meal. The gastronomic meal of the French and traditional Japanese cuisine have both been registered as an intangible cultural heritage by UNESCO, and I think what lies behind this is the similarity in their approach to food culture. Eating is essentially a social custom. But in addition to this, both the French and Japanese have valued "the joy of delicate tastes" and "the harmony between people and nature's bounty" through food.

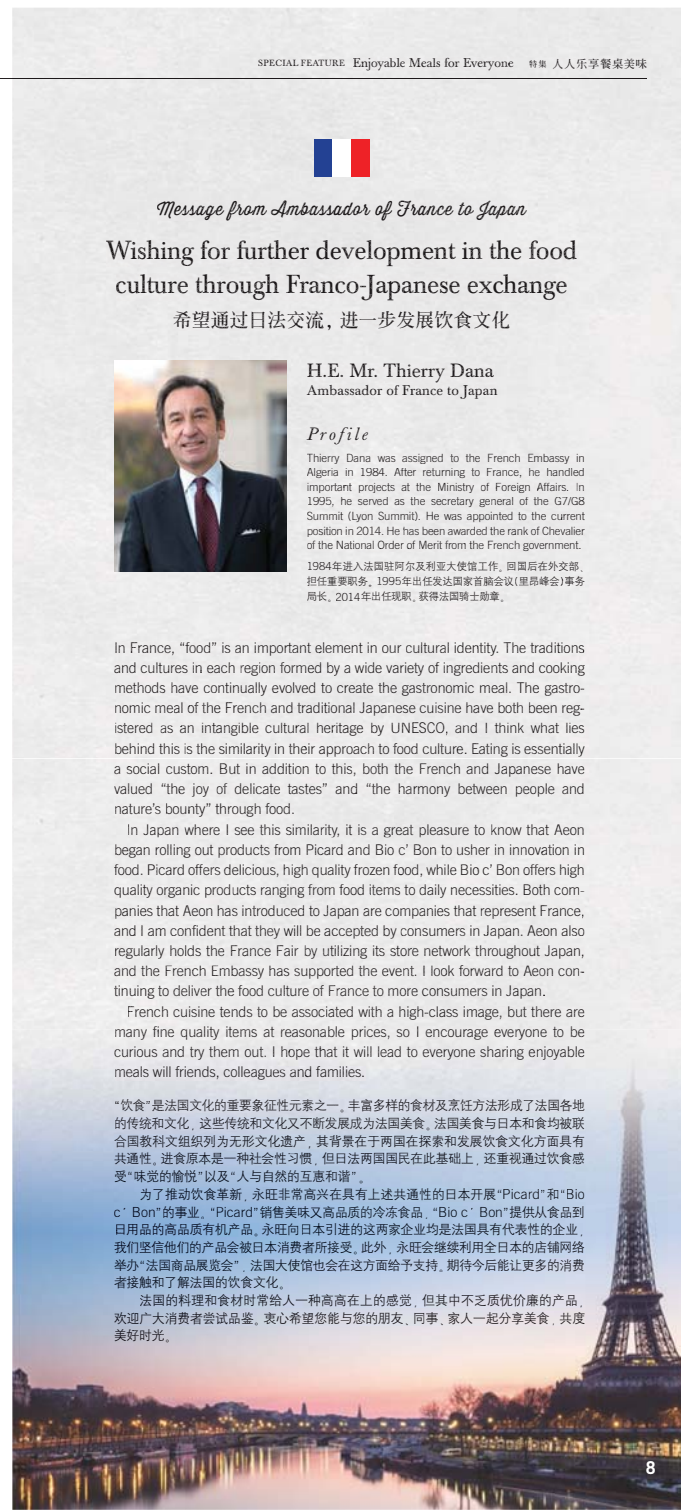
In Japan where I see this similarity, it is a great pleasure to know that Aeon began rolling out products from Picard and Bio c' Bon to usher in innovation in food. Picard offers delicious, high quality frozen food, while Bio c' Bon offers high quality organic products ranging from food items to daily necessities. Both companies that Aeon has introduced to Japan are companies that represent France, and I am confident that they will be accepted by consumers in Japan. Aeon also regularly holds the France Fair by utilizing its store network throughout Japan, and the French Embassy has supported the event. I look forward to Aeon continuing to deliver the food culture of France to more consumers in Japan.

French cuisine tends to be associated with a high-class image, but there are many fine quality items at reasonable prices, so I encourage everyone to be curious and try them out. I hope that it will lead to everyone sharing enjoyable meals with friends, colleagues and families.

"饮食"是法国文化的重要象征性元素之一，丰富多样的食材及烹饪方法形成了法国各地的传统和文化，这些传统和文化不断发展成为法国美食。法国美食与日本和食均被联合国教科文组织列为非物质文化遗产，其背景在于两国在探索和发展饮食文化方面具有共通性。进食原本是一种社会性习惯，但日法两国国民在此基础上，还重视通过饮食感受"味觉的愉悦"以及"人与自然的互惠和谐"。

为了推动饮食革新，永旺非常高兴在上述共通性的日本开展"Picard"和"Bio c' Bon"的事业。"Picard"销售美味又高品质的冷冻食品，"Bio c' Bon"提供从食品到日用品的高品质有机产品。永旺向日本引进的这两家企业均是法国具有代表性的企业，我们坚信他们的产品会被日本消费者所接受。此外，永旺会继续利用全日本的店铺网络举办"法国商品展览会"，法国大使馆也会在这方面给予支持，期待今后能让更多的消费者接触和了解法国的饮食文化。

法国的料理和食材时常给人一种高高在上的感觉，但其中不乏质优价廉的产品，欢迎广大消费者尝试品鉴。衷心希望您能与您的朋友、同事、家人一起分享美食，共度美好时光。





Potential of Organic Food

Bio c' Bon

Making Organic Products a Part of Everyday Life

让有机食品融入人们的日常生活

In Japan, organic foods are generally expensive with a small product lineup, and stores handling them are limited. With aspirations to make organic foods an enjoyable part of everyday life for more consumers, Aeon formed an alliance with Bio c' Bon in France and established Bio c' Bon Japon in 2016. In December 2016, Aeon opened the first Bio c' Bon store in Tokyo, a specialty supermarket for organic products with a completely new concept.

Having more people discover the deliciousness of organic foods

In response to customer requests of "wanting to purchase organic foods," Aeon began handling organic foods in 1993. When the JAS organic labeling system was introduced in 2000, Aeon was the first to offer organic certified products in Japan. In 2014, Aeon became a certified importer of JAS organic plants and organic processed foods, and began procuring organic certified foods from the United States and Europe and developing products made with them. As part of the initiatives to actively expand the market together with governmental bodies and producers, Aeon began developing Bio c' Bon supermarkets in Japan.

The first store in Azabujuban in Tokyo offers a broad selection of domestic and imported organic certified products, ranging from agricultural products, wines and processed foods such as cheese, along with luxury items, cosmetics, and clothing. As a specialty store for organic products, it is able to meet needs such as "I want to make a salad with organic vegetables as well as an organic dressing." The concept of Bio c' Bon is to have organic products become a part of daily life, not to be thought of as something "special."

Bio c' Bon, as the name suggests, offers selected products that are "bon" meaning "delicious" in French, and "bio" meaning "organic". In particular, it emphasizes a wide assortment of vegetables and fruits. In the winter, the store offers an array of produce such as potatoes, root crops, and tangerines, but items such as eggplant and cucumber in season during the summer are not available. Only the most delicious products in season line the store shelves. The products are brought directly to the store from farms, so they are offered with a superb level of freshness. Nevertheless, customers who are not familiar with organic foods may still find the hurdles high to purchase these food items. Therefore, the Azabujuban Store has designed a circular ready-made food section at the center of the store, where customers are welcomed to see examples of prepared dishes and sample the taste of the ingredients. The store also has an eat-in area to enjoy ready-made foods and lunch boxes that have been purchased. This is an initiative unique to Japan. It is based on the wish to allow the Japanese customers "to casually try the naturally distinctive flavor of food ingredients and concentrated taste of produce in season, carefully grown without relying on agrichemicals or chemical fertilizers."

在日本,有机食品品种较少,且普遍较贵,销售有机食品的店铺也非常有限。为了让有机食品走进更多消费者的日常生活,永旺于2016年与法国Bio c' Bon公司联合成立了Bio c' Bon Japon,并于同年12月在东京都内开设了全新理念的有机食品专营店“Bio c' Bon”的日本1号店。

致力于推广有机食品的美味

以消费者希望购买有机食品呼声为契机,永旺从1993年便开始开展有机食品业务。2000年,日本引进了JAS有机标识制度,永旺也率先在日本销售有机认证食品。2014年,永旺获得了JAS有机农产品加工食品认证进口企业资格,开始从欧美采购有机认证食品并着手开发相关商品。在永旺联合政府和生产企业积极扩大有机食品市场的背景下,“Bio c' Bon”应运而生。

作为1号店的麻布十番店销售农产品、葡萄酒、奶酪等加工食品以及护肤品、化妆品、服装等各种获得国内外有机认证的商品。唯有专营店能满足消费者提出的诸如“同时想用有机蔬菜和有机调料来制作沙拉”的需求。“Bio c' Bon”的理念是,有机食品并非特殊品,而是消费者都能选用的日用品。

“Bio c' Bon”店如其名,意指严格挑选并销售有机(法语为Bio)且美味(Bon)的食品。在备货方面,“Bio c' Bon”致力于备齐各种优质的蔬菜和水果。店内只销售味道最可口的应季蔬果,例如在冬季销售薯类、根菜类、桔子等,而不摆放夏季的茄子、黄瓜等。这些蔬果都是从农场直接送达后上架,从而保证绝对的新鲜。尽管如此,对于还不熟悉有机食品的消费者而言,要突然购买有机食材或许还有些障碍。鉴于此,为了让日本消费者能轻松品尝在不依靠农药和化肥的情况下精心培育的原汁原味的应季食材,麻布十番店采取了一些日本独有的举措,例如在店中央开辟一块圆形区域,作为与消费者面对面交流的家常菜品专区,消费者在这里能学习烹饪和品尝食材。此外还设置了店内用餐区,供消费者享用购买的菜肴和便当。



SPECIAL FEATURE Enjoyable Meals for Everyone 特集 人人乐享餐桌美味

Developing a business model offering benefits to both producers and customers

Bio c' Bon Japon endeavors to offer opportunities to more consumers to experience the deliciousness of organic foods, and is actively securing business partners to prepare for more store openings in the future. With the cooperation of local municipalities with which Aeon has concluded a comprehensive agreement, it is cultivating producers and processing companies that share the same goals, through business talks and other means. The producers begin taking steps to acquire organic certification for their farm, a process that takes a few years. Even while the cultivated land is being converted into organic farming, Bio c' Bon Japon buys the agricultural products from the producers and sells them to customers with appropriate in-store labeling. In addition, the company buys up all agricultural products grown in a field. These would include items that are too big or too small, which are not generally distributed in the market, but buying all of them realizes an affordable price. In the store, these products are sold by weight rather than by quantity or packaged units to meet customers' needs such as "I want to buy only what I need," "buy a little of many items" and "buy the sizes that I like."

By making strides forward together with the producers with an aim to spread and make organic foods a popular part of daily meals, Aeon strives to develop a system that will lead to customer satisfaction and attain growth as a sustainable business.

建立让生产者和消费者都能从中受益的商业模式

为了让更多消费者有机会享用到有机食品的美味,Bio c' Bon Japon正积极确保供应商的货源,以备今后店铺扩张之需。在与永旺签订全面合作协议的自治体的协助下,Bio c' Bon Japon通过商业洽谈会等方式开拓想法一致的生产商和加工企业。生产商开始制定并落实获得农场有机认证的多年计划。在耕地的转化过程中,Bio c' Bon Japon会让消费者在了解相关情况的基础上再购买从生产商那里采购的农作物。此外,农作物的采购是按整块田地进行的。这样虽然会一并购入那些通常不流入市场的过大或过小的货品,但打包采购能合理压低价格,店内销售采用称重而不是按个数和按袋计价的方式,从而满足了消费者希望根据自己的喜好按需选购各种食材的需求。

为了推广和普及有机食品,永旺期待与生产商共同进步,力求通过建立起有助于满足消费者需求的机制,推动相关业务的可可持续性发展。



Yuya Shibakai

Yuya Shibakai grows Western vegetables such as arichokes at Shibakai Nouen (Chiba Prefecture). His farm produces salad packs with assorted vegetables and jams as well.

柴海祐也

柴海祐也(千葉県)种植着洋蓟等西洋蔬菜,同时生产蔬菜沙拉套餐和果酱。

Message from an Organic Vegetable Farmer for Bio c' Bon "Bio c' Bon"有机蔬菜生产者的心声

Just like people, vegetables grow more healthfully without relying on chemicals 不依靠农药种植的健康蔬菜其优点与人类相同

Our farm began delivering vegetables to Bio c' Bon when the first store opened. I believe that just like how living a healthy daily life leads to healthy people who do not have to rely on medicine, farmers developing the cultivation environment leads to growing delicious and healthy vegetables without using agrichemicals and chemical fertilizers. As a producer, it is wonderful to be able to expand the sales channel and have more people buy organic vegetables at specialty stores. Together with Bio c' Bon, I would like to promote organic vegetable to become a familiar part of our lives.

1号店开业时,“Bio c' Bon”的邀约是我们合作的起点。我认为与人类通过保持每天的健康,达到不依赖药物的健康状态一样,如果农家具备良好的环境,也能在不使用农药、化肥的情况下种出美味而健康的蔬菜。作为生产者当然渴望扩大销路,能在专卖店让更多的消费者购买有机蔬菜,我深感喜悦。我将与“Bio c' Bon”携手努力,让有机蔬菜更加贴近消费者。





Having the Entire Family Enjoy the "Same" Meal More Easily and with Security

更便利地让全家人放心享用“同样的”饮食

In November 2016, Aeon launched the Topvalu Yasashigohan (Gentle Meals) series of allergy-friendly products that pursue deliciousness without using the seven specified ingredients*1.

考虑到食物过敏者的需求,永旺于2016年11月发售了在不使用7种特定原材料*1的基础上追求美味的“TOPVALU Yasashigohan”系列产品。

Creating the joy of enjoying delicious meals even for those with food allergies

According to a survey by the Ministry of Education, Culture, Sports, Science and Technology, the number of elementary, junior high and high school students with food allergies exceeds approximately 450,000 people*2. This number is on the rise every year, and it would be even greater if the number of adults and those with potential allergies were included, and therefore the demand for allergy-friendly products is also increasing. However, the variety of allergy-safe products and stores handling them remains limited.

Since allergy labeling became mandatory in 2001, through cooperation with manufacturers and related organizations, Aeon has evolved the labeling for ingredients used in Topvalu products to make them more comprehensible. In 2016, Aeon launched the Topvalu Yasashigohan series free of the seven specified ingredients, in response to customer requests such as “I want to see more allergy-friendly products.”

The concept of Topvalu Yasashigohan is “Meals that are gentle on the body and can be enjoyed by the entire family.” The products will be sold in family sizes as well as individual

让食物过敏者也能感受到乐享美食的喜悦

文部科学省の調査结果显示,对食物过敏的小初中生约有45万人之多*,而且这个数量还在逐年增长,如果算上成年人和潜在过敏者,数量则更为庞大,因此食物过敏相关类型商品的需求也水涨船高。但实际上,针对食物过敏开发的品种种类以及销售此类商品的店铺并不多见。

永旺从过敏标识义务化的2001年开始,便与厂商和相关团体等合作,将“TOPVALU(特慧优)”采用的原材料标注得越来越简明易懂。2016年,为了满足消费者希望购买食物过敏相关类型商品的需求,永旺推出了不使用7种特定原材料的“TOPVALU Yasashigohan”系列产品。

“TOPVALU Yasashigohan”的理念是“全家人都能享用的健康饮食”。除了单人餐外,永旺还推出了家庭套餐,以方便有食物过敏成员的家庭也能全家一起享用同样的

packs, so that everyone in the family can enjoy the same dish, even if there is a member with food allergies. Not only are the products free of the specified ingredients, they were developed with tastes that appeals to both children and adults. For example, the curry roux and white sauce are made with vegetable paste or rice puree to produce a satisfying, rich flavor. In addition, the lineup includes sauces that can easily be arranged for use in various dishes such as gratin and cream croquettes, as well as pasta and sauce sets that can be made by adding a favorite ingredient. The products respond to the request to “enjoy dishes that you can add a personal touch to.” Recipes using Yasashigohan products are being distributed at stores and on the website to propose a wider range of menus.

Quality is also strictly controlled. “Safety and security” of the products are guaranteed by having the products go through pre-shipment inspections, besides raw material inspection and production using exclusive tools in a designated remote area to prevent contamination by the specified ingredients during the production process.

The product development strengths of Aeon as a retailer lie in having a structure to listen directly to customer voice and reflect them in the product development, and having own stores nationwide to sell the developed product. The Yasashigohan series makes most use of these strengths to sell the products at 1,100 Aeon Group stores across Japan so that customers can purchase them easily.

To bring smiles to more meals, Aeon will continue to listen to customer voice and to pursue deliciousness backed by “safety and security.”

料理。此外,永旺并不仅仅局限于不使用特定原材料,还通过在口味上精益求精,力求让大人和孩子都能共享美味。例如咖喱粉和白汁沙可使用蔬菜糊和米糊酿出醇香,从而获得让人心满意足的味道。产品还包括 饭和奶油炸肉饼的配料等能简单搭配到各种料理中的沙司,以及可以添加喜欢的食材制作的意大利面调料套餐等。为了满足消费者“希望品尝精花功夫即可做成的料理”这一需求,永旺还在店内和网站上公布了使用“Yasashigohan”的菜谱,提出各种方案扩充菜单的内容。

永旺在品质管理方面一丝不苟。除了在出货前仔细检查商品外,为了防止在制造过程中混入特定原材料,永旺还对原材料进行排查,并在独立的专用区域使用专用器具进行生产,为“安全、安心”保驾护航。

作为零售企业的永旺在商品开发方面的优势是,具有直接了解消费者想法并反映到商品开发中去的机制,以及在全国拥有自己的卖场销售自己开发的商品。“Yasashigohan”正是利用这些优势,在永旺集团遍布全日本的1,100家门店销售,方便消费者购买。

为了让更多的家庭能愉快就餐,永旺将继续倾听消费者的的心声,在保证“安全、安心”的基础上不断追求美味。

*1 Seven ingredients for which labeling is made mandatory by the government: shrimp, crab, wheat, buckwheat, eggs, milk, and peanuts. Of the foods known to cause food allergy symptoms, these ingredients are specified considering the number and seriousness of cases among other factors.

*2 Source: Ministry of Education, Culture, Sports, Science and Technology “Survey on Health Management in School Life” 2013

出處:文部科学省“学校生活健康管理調査”2013年

The same meal for everyone ♪
全家一起♪



Scene from the TV commercial of Topvalu Yasashigohan. Customers with members with food allergies have said, “I was moved to find the Yasashigohan series. My older son with allergies can eat this. I didn't think that we'd all be able to enjoy spaghetti carbonara together.” “TOPVALU Yasashigohan”电视广告中的一个场景,家中有食物过敏成员的消费者说:“发现Yasashigohan系列产品真是感动。这样一来,对食物过敏的大儿子也能吃了,全家终于可以一起吃培根意面了!”



are not used. 不使用



“Topvalu Gurinai” Now Offered in Three Series “TOPVALU Gurinai”向三个系列发展

In November 2016, Topvalu Gurinai, the brand that ensures safety and security by delivering products that are healthy and friendly to the environment, reviewed the concept for its product lineup and restructured its brand. The brand has newly launched three series: Organic, Natural and Free From. 永旺于2016年11月对关注身体健康和环保的安全安心品牌“TOPVALU Gurinai”的产品理念进行了调整,重建后的品牌已更新为Organic(有机)、Natural(天然)、Free From(考量某种成分)三大系列。



Gurinai Organic
Organically grown products that have acquired official organic-certification 进行有机栽培,获得政府有机认证的商品



Gurinai Natural
Livestock and marine products that have been produced without using chemically synthesized drugs in principle 原则上不使用化学合成药品生产的水产品和畜产品



Gurinai Free From
Products that give consideration to additives, ingredients and components that customers are concerned about 对消费者介意的添加剂、原材料、成分有所考量的商品

Giving consideration to “things that concern us” while keeping the deliciousness and quality 保持美味和品质,对消费者介意的物质有所考量

“Free From” has been launched as the new Gurinai series. The product line gives consideration to the use of 109 types of additives and ingredients, while maintaining the “deliciousness” and “quality.” The products are being sold in stores across Japan from November 2016.

“Free From”是永旺为“Gurinai”推出的全新系列,该系列产品对使用109种添加剂和原材料加以考量,而且在维持“美味”和“品质”上精益求精,于2016年11月在全国店铺开始销售。

Offering 22 items* mainly products with high purchase frequency such as bread and potato chips (*As of Feb. 2017) 以面包、炸薯片等购买频率高的商品为中心推出22种商品(*截止2017年2月)



美味礼赞

Epicurean Delights

Food is what sustains a healthy life and is also culture portraying the natural features and values of each country.

Where there is delicious food, there are people full of smiles.

This issue features epicurean delights that bring smiles to the people of Japan, China and ASEAN (Cambodia), food providing excellent nourishment to the body.

饮食是让我们渡过健康生活的必要粮源,也是可以显示出各国风土和价值观的文化。并且有美食的场所,洋溢着人们的笑脸。

本期向大家介绍给人们带来笑脸的日本、中国、东南亚(柬埔寨)的“最佳滋补食品”美味礼赞。

CHINA



Silky Fowl Soup 乌骨鸡汤

【 Medicinal chicken permitted only among the royalty and dignity 王侯和高官才能品尝到的药用鸡 】

Under the pure white feathers of a silky fowl, the skin, meat, internal organs, and bones are all black. Highly valued as a medicinal chicken serving as a source of long life, it was only used in court cuisine until the Ming dynasty. Today, the richly flavored soup is also popular as food for beauty because it contains much collagen.

乌骨鸡在白色羽毛下的皮肤和肉、内脏、骨头都是黑色。作为长寿之源的药用鸡受到宠爱,至明朝时代只限于宫廷料理。高汤含有丰富的胶原蛋白。现在作为美容食品很受喜爱。

Bamboo Shoot Rice 竹笋炊饭

【 Savoring the vitality of shoots 品味春天萌发出的活力 】

Bamboo shoots have long been a favorite food ingredient in Japan, and they even appear in the country's oldest chronicle, "Kojiki (Records of Ancient Matters)." They are characterized by a firm texture and aroma, and are rich in dietary fiber and nutrients to help recover from fatigue. The Bamboo Shoot Rice, made by cooking bamboo shoots and rice with seasoning, is a seasonal dish to announce the coming of spring.

日本最古老的史书“古事记”记载的竹笋是从古至今被喜爱的食材。香脆的口感和香味为其特征。含有丰富的食品纤维和有益于恢复疲劳的成分。竹笋和米饭合放在一起再加上调味料,煮好的“竹笋炊饭”是告知春天脚步的季节料理。

JAPAN



Amok Amok

【 Highly nourishing dish for receiving guests 营养满分的招待料理 】

Amok is a type of curry that has been passed down since more than 500 years ago. It is an essential dish for celebrations and family gatherings. Curry made with white-meat fish and coconut milk is mixed with eggs, steamed and served in a banana leaf. Snake-headed fish, which is low in fat and high in protein, is generally used for the white-meat fish.

是从500年前开始流传至今的一种咖喱。在喜庆之事和亲戚欢聚一堂的时候必不可少的一品料理。白身鱼和椰奶咖喱加上鸡蛋,用香蕉树叶包裹后蒸熟。白身鱼一般使用低脂肪、高蛋白的雷鱼。

CAMBODIA



AEON SUSTAINABLE ACTIVITIES

Oct.-Dec. 2016

Striving for a sustainable society, Aeon continues environmental preservation and social contribution activities with local communities. 为创建可持续发展社会,与地区居民携手合作,不断继续开展环境保护和社会贡献活动。

Social Contributions 社会贡献

Aeon Presents Relief Funds to Iwate Prefecture and Hokkaido Affected by Typhoon in Hopes of Recovery and Reconstruction

In light of the damage caused by heavy rain and strong winds in Typhoon Lionrock that hit in August 2016, Aeon collected donations at Group stores and other business locations, including approximately 300 locations in the Tohoku area and 174 locations in Hokkaido. On October 18, the donations from the Tohoku area totaling 4,098,096 yen, together with a contribution of 10 million yen from Aeon 1% Club Foundation, were presented to Iwate Prefecture and the Iwate Prefectural Council of Social Welfare. On November 8, the donations from Hokkaido totaling 3,796,599 yen, together with a contribution of five million yen from the Foundation, were presented to seven municipalities in Hokkaido that suffered serious damage.

为帮助遭受台风受害的岩手县和北海道的修复和复兴,捐赠了支援资金

因8月份发生的“2016年台风10号”的暴风雨灾害,永旺在东北地区约300处场所、北海道的174处集团公司店铺等场所实施了店内募款活动。10月18日,永旺把在东北地区筹集的4,098,096日元和公益财团法人永旺1%俱乐部腾出1,000万日元的善款,敬赠给了岩手县和社会福利法人岩手县社会福利协会。于11月8日,永旺把在北海道筹集到的来自顾客的善款3,796,599日元加上该财团的捐款500万日元的捐款捐赠给了北海道的7个市镇。

Aeon Presents Relief Funds for Those Affected in the "Central Italy Earthquake"

On November 7, Aeon presented a total amount of 13,460,672 yen to the Italian Embassy in Japan, which combined donations from customers totaling 8,822,751 yen collected at approximately 670 Group stores and business locations in Japan together with 4,637,921 yen, an amount equivalent to 1% of the sales of approximately 500 items offered in the "Italy Fair."

向“意大利中部地震”受灾的灾民们敬赠了支援金

在日本国内的集团店铺等约670处场所实施的募款活动中筹得,来自顾客的善款8,822,751日元,又捐出通过“意大利展”的对象商品(约500品种)销售额1%的4,637,921日元,共筹集到了1,346万672日元。这一捐款于11月7日敬赠给了驻日本意大利大使馆。

"Myanmar School Construction Support Fund" Launched to Construct 20 More Schools in Three Years

On November 27, Aeon 1% Club Foundation presented a total of 58 million yen to ADRA Japan, a specified non-profit organization. The amount is the sum of customer donations of 6,892,752 yen plus contributions from the Foundation. In fiscal year 2016, the fund will be utilized for the construction of seven schools planned in Yangon City and its vicinities in Myanmar.

新开始了为期3年,建设支援20所学校的“缅甸学校建设支援募款”

11月27日,公益财团法人永旺1%俱乐部把从顾客筹得的6,892,752日元加上该财团的善款,共筹集了5,800万日元善款,敬赠给了NPO法人ADRA Japan。这一捐款2016年度将用于缅甸仰光市和周边地区计划的7所学校的建设。



Presentation ceremony of the "Myanmar School Construction Support Fund" 缅甸学校建设支援募款”捐赠仪式

Environmental Preservation 环境保护

Three-year Tree Planting Program Launched in Watari Town, Miyagi Prefecture, and Taketa City, Oita Prefecture

On October 1, Aeon Environmental Foundation conducted the "Watari Town, Miyagi Prefecture, Tree Planting" to plant 13,000 saplings including those whose seeds were produced and nurtured in Watari Town after the earthquake in 2011. On November 12, the Foundation also planted 7,400 saplings in Taketa City, Oita Prefecture. These are both a part of a three-year program conducted together with volunteers, aimed at helping to pass on the abundant nature and to restore forests.

宫城县亶理町和大分县竹田市开始了为期3年计划的植树活动

10月1日,公益财团法人永旺环境财团实施了“宫城县亶理町植树”活动。在震灾中种植了该区采种并孕育了1万3,000棵的树苗。于11月12日在大分县竹田市种植了7,400棵树木。这些都来自各界志愿者一起实施为期3年的植树计划。为把丰富多样的自然继承下一代和为森林再生做出贡献为目标。

Individuals Awarded "The Fourth Midori Prize for Biodiversity" for Efforts in Environmental Activities

Aeon Environmental Foundation and the Secretariat of the Convention on Biological Diversity (Canada) have selected three winners for "The Fourth Midori Prize for Biodiversity." The winners were Dr. Alfonso Aguirre-Muñoz (Mexico), Dr. Yury Darman (Russia), and Dr. Vandana Shiva (India). The award recognizes individuals working on activities to promote preservation and sustainable utilization of biodiversity. The award ceremony was held on December 2 in Mexico, followed by the winner's forum held in Tokyo on the 7th of the same month.

“第4届生物多样性绿色奖”表彰了开展环境活动的个人

公益财团法人永旺环境财团与生物多样性条约事务所(加拿大)决定由Aguirre-Muñoz先生(墨西哥)、Yury Darman先生(俄罗斯)、Vandana Shiva先生(印度)这3人为“第4届生物多样性绿色奖”的获奖者。该奖项表彰以个人在开展生物多样性保护和可持续利用上的举措为目的。12月2日在墨西哥实施了颁奖仪式。7日在东京实施了获奖者论坛。



Join Hands and Foster the Power of Hometown "Nigwai Tohoku" 连结、故乡的力量,“繁荣东北”

Aeon is conducting a variety of initiatives in partnership with people across Japan and around the world, from the Tohoku region as the starting point, to work toward a future filled with smiles. 永旺为了建设充满欢笑的未来,以东北地区为起点,与日本各地、世界各国的大家携手开展了各种各样的活动。

Sales Launch of Oysters and Pole-and-line-caught Bonito with Global Certifications

Aeon has launched the sales of oysters from Minamisanriku Town of Miyagi Prefecture with ASC certification for seafood farmed with reduced environmental load and a sustainable method, at 65 stores in the Tohoku and Kanto areas starting on October 12. Aeon also launched the sales of bonito with the first MSC certification in Tohoku for having established a sustainable fishing method and a traceability system, at approximately 1,000 Group stores starting on November 4.

开始销售获得全球认证的东北地区的牡蛎和本钓鲣鱼

永旺在东北·关东地区65家店铺于10月12日开始销售宫城县南三陆町的牡蛎。该牡蛎是采用对减轻环境负荷又可可持续的方法所养殖并取得了ASC认证。此外,通过确立可持续发展的钓鱼方法和追溯体系,在东北地区首次取得MSC认证的鲣鱼,并于11月4日在集团约1,000家店铺开始销售。

10/11

Aeon Receives the "University of Tokyo Shokumon Award" Recognizing its Support and Achievements in the Clinical Plant Science Field

Aeon Co., Ltd. and Aeon 1% Club Foundation received the University of Tokyo Shokumon Award 2016. Aeon was recognized for its long-term support and efforts such as the contribution for the first time by a retailer of a total of 90 million yen to the Clinical Plant Science Course of the Graduate School of Agriculture and Life Sciences of the University of Tokyo. Aeon will continue to aim to strengthen measures against plant diseases, and improve productivity and quality of agricultural products.

对植物医学科学领域的支援和功绩受到评价，荣获了“东京大学赏门奖”

永旺株式会社和公益财团法人永旺1%俱乐部荣获了2016年度“东京大学赏门奖”。在零售业首次向该大学院农学生命科学研究“植物医学科学讲座”捐赠了总额9,000万日元捐款等。其长期实施的支援和举措受到了评价。今后，将以强化植物病对策和农作物生产性与品质提高为目标。

Award ceremony held at the University of Tokyo in Tokyo



Doctor car for rescuing pets in an emergency
紧急时拯救宠物的急救车

12/1

Industry's First Joint Development of a Doctor Car to Provide Support for Pets Affected by Disaster

Aeon Pet Co., Ltd. together with Renault Japon Co., Ltd. has developed a doctor car to conduct medical treatment and rescue activities for pets affected by disaster. The car was unveiled at Aeon Mall Makuhari New City in Chiba Prefecture. In time of disaster, veterinarians, veterinary nurses, and trimming technicians are dispatched in the car to check the health status of pets affected by disaster, and administer first aid such as an intravenous drip.

业界首次，为支援受灾宠物共同开发了急救车

AEON PET CO., LTD 与 RENAULT JAPON CO., LTD. 一起开发了受灾宠物的治疗、救命活动的急救车。在永旺梦乐城幕张新都心(千叶县)对外展示。该车辆内派有兽医和动物护士、修剪技术士，将为受灾的宠物实施健康状况的确认、打点滴等应急措施。

11/3

Aeon Fantasy (China) Co., Ltd. Receives the "Innovation Award"

Aeon Fantasy (China) Co., Ltd. received the Innovation Award for Customer Experience Innovation at the award ceremony hosted by the China Chain Store & Franchise Association held in Suzhou, China. The company has introduced a membership app system linked to a prepaid card at all stores in China, and the number of members has reached 540,000. The award recognized how sales via the app exceeded 100 million yuan.

永旺幻想中国荣获“创新奖”

永旺幻想中国在中国苏州举办的中国连锁经营协会表彰会荣获了“创新·客户体验创新奖”。在中国国内全盛引进了与网上支付联动的APP会员系统。其会员总数达到了54万人。其经由APP系统的线上销售额突破1亿元人民币的举措受到了评价。

Membership app system introduced in China in China



Volunteer Malaysia Awards 2016 award ceremony
“VOLUNTEER MALAYSIA AWARDS 2016”年的颁奖仪式

12/9

Aeon Malaysia's Tree Planting Receives Award for Excellence in a Volunteer Commendation System

Aeon Co. (M) Bhd. received the award for excellence in the private sector category in the Volunteer Malaysia Awards, the first volunteer commendation system in Malaysia founded with the support of Prime Minister Najib Razak. The company was recognized for its contribution to raise environmental awareness among the people of Malaysia through the Aeon Hometown Forests Program, the tree planting activity that has continued since 1991. Aeon has planted a cumulative total of more than 510,000 trees in Malaysia.

AEON CO. (M) BHD. 实施的植树活动，在志愿者表彰制度部门荣获了最优奖

AEON CO. (M) BHD 在纳吉·阿都·拉伊首相推动下创设的在马来西亚的首次志愿者表彰制度“VOLUNTEER MALAYSIA AWARDS”民间部门荣获了最优奖。从1991年开始持续实施的“永旺故乡林”植树活动在该国内提高了人们的环保意识，在马来西亚做出的贡献受到了评价。永旺在该国种植了累计51万棵以上的树木。

11/17

Implementing Initiatives in "Community Ecosystem" Toward the Development of the Community

As part of the "Health & Wellness: Build richer physical and emotional lifestyles" of the Community Ecosystem initiative promoted by Aeon, the operation of a "mobile sales van" began in the Kotehashidai district of Hanamigawa-ku, Chiba City, Chiba Prefecture. At the same time, Aeon Retail Co., Ltd. and the Chiba Kita Police Station signed the "Agreement on Securing the Safety of the Community." Aeon will contribute to realizing the safety and security of the community, including providing shopping support for the elderly.

为实现地区社会发展，开展了“地区经济生态圈”的举措

永旺推进的“地区经济生态圈”的“健康&养生，创造身心舒适生活地区”的一环，在千叶县千叶市花见川区Kotehashi台地区开始了“移动销售车”的运行。此外，AEON Retail Co., Ltd. 和千叶北警察署缔结了“关于地区安全确保的协议”，以支援高龄者的购物为起步。将为实现安全、安心的地区社会而做出贡献。

Signing ceremony of "Agreement on Securing the Safety of the Community" "关于地区安全确保协议"的签约仪式



Selling food and daily necessities in the "mobile sales van" 利用“移动销售车”销售食品和日用品



Award ceremony for the Medal with Dark Blue Ribbon held at the Mie Prefectural Office. From left: Shunji Mochizuki, Managing Executive Officer of Maxvalu Chubu Co., Ltd.; Eikei Suzuki, Governor of Mie Prefecture; Yoshiaki Mori, Deputy President and COO of Aeon Co., Ltd.; Haruyoshi Tsuji, Senior Managing Executive Officer of Aeon Retail Co., Ltd.

在三重县执行的“绀绶褒奖”授予仪式。左起：Maxvalu Chubu Co., Ltd. 常务执行董事望月先生、三重县知事铃木先生、永旺株式会社代表执行董事副社长藤先生、AEON Retail Co., Ltd. 常务执行董事辻先生

12/13

Aeon Recognized for Public Interest Activities and Receives the Medal with Dark Blue Ribbon in Mie Prefecture

Eight Aeon Group companies* operating business in Mie Prefecture donated a total of 50 million yen to support the Mie Citizens Council for the Ise-Shima Summit. This support to ensure the success of the Ise-Shima Summit was highly evaluated and led to receiving the Medal with Dark Blue Ribbon. In addition to the donation, efforts by Aeon included holding local food and product fairs and issuing a Regional WAON card (e-money) to commemorate the G7 Summit held in Ise-Shima.

在公益活动的贡献受到了评价，在三重县获得“绀绶褒奖”

在三重县开展事业的永旺集团企业8家公司*为了支援伊势志摩峰会三重县会议，捐出了共计5,000万日元。为伊势志摩峰会成功举办所做出的贡献受到了评价。荣获“绀绶褒奖”。永旺除了捐款以外还开展了物产展和发行纪念当地WAON卡(电子货币)等活动。

* Aeon Co., Ltd., Aeon Bank, Ltd., Aeon Credit Service Co., Ltd., Aeon Delight Co., Ltd., Aeon Mall Co., Ltd., Aeon Retail Co., Ltd., Maxvalu Chubu Co., Ltd., Ministop Co., Ltd.

11/25

"Aeon Black Friday" Promoting an Annual Event

Aeon held the Aeon Black Friday promotion from November 25 to 27 at 140 shopping malls and 20,500 stores throughout Japan. The fourth Friday of November is an annual event in the U.S. called "Black Friday," as it is the day with the highest sales in the year. Aeon was the first retailer to roll out a large-scale "Black Friday" promotion in Japan. The mall interiors were decorated in "black" associated with the promotion, and Group companies offered products and services at special prices.

开展美国的例行节日“永旺 黑色星期五(Black Friday)”活动

永旺从11月25日至27日期间在日本全国140家购物中心、2万5000家店铺实施了“永旺 黑色星期五(Black Friday)”活动。首次在日本大规模开展美国的例行节日。又是一年一度购物消费最为活跃的11月的第4个的星期五，通称为“黑色星期五(Black Friday)”活动。在店内演绎出“黑色”气氛。集团企业为顾客提供特别价格的商品和服务。

Interior decoration in "black" associated with the promotion in stores



Aeon's e-money "WAON" (Newly issued cards)
永旺的电子货币“WAON”卡(新发行)



Cumulative number of cards issued
Approx. 62.8 million
(As of end Dec. 2016)

累计发行数量
达到 6,280 万张
(截至2016年12月底)

From left:
Issued on October 16, Tokuyama Zoo WAON
Issued on October 20, Saitama City Everybody Healthy WAON
Issued on November 1, Kahoku Nyaon WAON
Issued on November 3, Sakurajima Kinkowan Geopark WAON
Issued on November 30, Nishinomiya WAON
Issued on December 16, Meguro WAON
Issued on December 16, Nagareyama Nagapon WAON
Issued on December 27, Higashiosaka Hanazono WAON

左起:
10月16日发行 “徳山动物园WAON”卡
10月20日发行 “埼玉市与大家健康WAON”卡
11月1日发行 “Kahoku nyaon WAON”卡
11月3日发行 “樱岛锦江湾geopark WAON”卡
11月30日发行 “西宫WAON”卡
12月16日发行 “目黑WAON”卡
12月16日发行 “流山Nagapon WAON”卡
12月27日发行 “东大阪HANAZONO WAON”卡

12/20

Tenth "Aeon Yumemirai (Dreams for the Future) Nursery School" Opens in Japan

Aeon Yumemirai (Dreams for the Future) Nursery Schools are employer-provided daycare facilities at Aeon, which aim to ensure a smooth return to work after employees give birth and to support the active work of employees raising children. The 10th nursery school opened at Aeon Mall Mitouchihara in Ibaraki Prefecture. The facility also offers services to people in the community, 365 days a year from 7 a.m. to 10 p.m. Aeon is working to expand the facilities with an aim to set up a daycare facility in all prefectures where it operates by 2020.

日本国内的第10所“永旺梦未来保育园”开幕

“永旺梦未来保育园”以支援刚生育的员工能顺利复职和育儿的员工能充分发挥其能力为目的。在永旺事务所内设立了保育设施。在永旺梦乐城水户内(茨城县)内设立了第10所保育园。地区居民也可以利用的该保育园。全年无休，7点至22点运营。永旺计划将在2020年以前开展事业的七个都道府县设立类似保育园设施为目标。今后也将推进其扩大。

GROUP COMPANIES 集团企业一览

Listed Companies are shown in bold print ○Equity-method Affiliates ●Affiliated Companies

[Pure holding company]

AEON CO., LTD.

[General Merchandise Store Business]

AEON Retail Co., Ltd.
AEON Hokkaido Corporation
SUNDAY CO., LTD.
AEON KYUSHU CO., LTD.
 AEON SUPERCENTER Co., Ltd.
 AEONBIKE CO.,LTD.
 AEON Bakery Co., Ltd.
 AEON LIQUOR CO.,LTD.
 AEON RYUKYU CO.,LTD.
 MS Seika Center Co., LTD
 Shimizu Shoji Co., Ltd.
 SHIMIZU STAFF CO., LTD.
 SHIMIZU HAISSO CO., LTD.
 TOPVALU COLLECTION CO., LTD.
 Bon Belta Co., Ltd.
 ○ U-any CO., LTD.

[Supermarket & Discount Store Business]

United Super Markets Holdings Inc.
Maxvalu Nishinihon Co., Ltd.
Maxvalu Tohoku Co., Ltd.
Maxvalu Tokai Co., Ltd.
Maxvalu Chubu Co., Ltd.
Maxvalu Hokkaido Co., Ltd.
Maxvalu Kyushu Co., Ltd.
 ○ Inageya Co., Ltd.
 ○ Belc CO.,LTD.
 ○ WonderCorporation Co.,Ltd.
 A・Colle CO., LTD.
 ALTY FOODS Co.,Ltd.
 AEON BIG CO., LTD.
 AEON MARKET CO., LTD.
 OrangeFoodCourt, Inc
 The Kagoshima Sunrise Farm Inc.
 KASUMI CO.,LTD.
 KASUMI GREEN CO.,LTD.
 KYOEI AUTOMALL AND INSURANCE CO.,LTD.
 KOHYO CO., LTD.
 SANYO MARUNAKA CO.,LTD.
 Food Quality Control Center, Co., Ltd.
 The Daiei, Inc.
 Daiei SpaceCreate Co., Ltd
 NAKAGO Co., Ltd.
 BIG-A CO.,LTD.
 Bonte, Inc.
 MAXVALU KANTO CO., LTD.
 MAXVALU NAGANO CO., LTD.
 MAXVALU HOKURIKU CO., LTD.
 MAXVALU MINAMI TOHOKU CO., LTD.
 The Maruetsu,Inc.
 Maruetsu-Development Co., Ltd.
 Maruetsu Fresh Foods Co., Ltd.
 marunaka CO.,LTD.
 Marno Co., Ltd.
 Red Cabbage Co., Ltd.
 THE LOBELIA, Inc.
 ROSE CORPORATION CO.,LTD.
 The Maruetsu (Hong Kong), Co., Ltd.
 Maruetsu (Wuxi) Co., Ltd.
 Aeon Maxvalu (Guangzhou) Co., Ltd.
 Aeon Maxvalu (Jiangsu) Co., Ltd.
 Aeon Maxvalu (Qingdao) Co.,Ltd.
 ○ Seibu Co.,Ltd.
 ○ TENDAI CO., LTD.
 ○ Japan Education Center for Future Retailing, Inc.

[Small-sized Store Business]

MINISTOP CO., LTD.
 AEON SAVEUR Co., Ltd.
 ORIGIN TOSHU CO., LTD.
 Network Service Co., Ltd.
 My Basket CO.,LTD
 MINISTOP KOREA CO., LTD.
 MINISTOP VIETNAM COMPANY LIMITED
 QINGDAO MINISTOP CO.,LTD.
 ○ ROBINSONS CONVENIENCE STORES, INC.

[Drugstore & Pharmacy Business]

WELCIA HOLDINGS CO., LTD.
 ○ **Medical Ikkou Co., Ltd.**
 ● **TSURUHA HOLDINGS Inc.**
 ● **KUSURI NO AOKI CO., LTD.**
 WELCIA KAIGO SERVICE Co., Ltd.
 WELCIA YAKKYOKU Co., Ltd.
 SHIMIZU YAKUJIN CO.,LTD.
 B.B.ON Co.,Ltd.
 Lianhua merrylin business (Shanghai) limited company
 ○ Welpark Co., Ltd.
 ○ ZAG ZAG Co., Ltd.
[Financial Services Business]
AEON Financial Service Co., Ltd.

AEON CREDIT SERVICE(ASIA)CO., LTD.

AEON THANA SINSAP (THAILAND) PLC.

AEON CREDIT SERVICE(M)BERHAD

○ **AEON REIT Investment Corporation**
 AEON BANK, LTD.
 AEON CREDIT SERVICE CO., LTD.
 AEON S.S.Insurance CO., LTD.
 AEON HOUSING LOAN SERVICE CO.,LTD.
 AEON Product Finance Co.,Ltd.
 AEON INSURANCE SERVICE CO., LTD.
 AEON Reit Management Co.,Ltd.
 ACS Credit Management Co.,Ltd.
 FelCa Pocket Marketing Inc.
 ACS Leasing Co.,Ltd.
 ACS CAPITAL CORPORATION LTD.
 AEON Insurance Service (Thailand) Co., Ltd.
 ACS SERVICING(THAILAND)CO.,LTD.
 ACS TRADING VIETNAM CO.,LTD.
 AEON CREDIT SERVICE INDIA PRIVATE LIMITED
 AEON CREDIT SERVICE (PHILIPPINES) INC.
 AEON CREDIT SERVICE SYSTEMS (PHILIPPINES) INC.
 AEON Leasing Service (Lao) Company Limited
 AEON SPECIALIZED BANK (CAMBODIA) PUBLIC LIMITED COMPANY
 AEON MICROFINANCE (MYANMAR) CO.,LTD.
 ATS Rabbit Special Purpose Vehicle Company Limited
 PT.AEON CREDIT SERVICE INDONESIA
 AEON MICROFINANCE (SHENYANG) CO., LTD.
 AEON MICRO FINANCE (SHENZHEN) CO.,LTD.
 AEON CREDIT SERVICE(TAIWAN)CO., LTD.
 AEON CREDIT CARD(TAIWAN)CO., LTD.
 AEON MICRO FINANCE (TIANJIN) CO., LTD.
 AEON INSURANCE BROKERS(HK)LIMITED
 AEON Financial Service (Hong Kong) Co., Ltd.
 AEON CREDIT GUARANTEE(CHINA)CO.,LTD.
 AEON INFORMATION SERVICE(SHENZHEN)CO.,LTD.

[Shopping Center Development Business]

AEON Mall Co., Ltd.
 AEON TOWN Co.,Ltd.
 AEON MALL KIDSDREAM INC.
 AEON REAL ESTATE INFORMATION Co.Ltd.
 OPA CO.,LTD.
 AEON MALL HIMALAM CO., LTD.
 AEON MALL VIETNAM CO., LTD.
 AEON MALL (CAMBODIA) CO., LTD.
 AEON MALL (NANTONG) BUSINESS MANAGEMENT CO.,LTD.
 PT. AEON MALL INDONESIA
 PT. AMSL DELTA MAS
 PT. AMSL INDONESIA
 AEON MALL EDZ (WUHAN) BUSINESS MANAGEMENT CO., LTD.
 AEON MALL SUNAN (SUZHOU) BUSINESS MANAGEMENT CO., LTD.
 AEON MALL YOUYA (BEIJING) BUSINESS MANAGEMENT CO., LTD.
 AEON MALL YOUYA (TIANJIN) BUSINESS MANAGEMENT CO., LTD.
 AEON MALL (GUANGDONG) BUSINESS MANAGEMENT CO., LTD.
 AEON MALL (GUANGZHOU) BUSINESS MANAGEMENT CO., LTD.
 AEON MALL (HUBEI) BUSINESS MANAGEMENT CO., LTD.
 AEON MALL (JIANGSU) BUSINESS MANAGEMENT CO., LTD.
 AEON MALL (SANHE) BUSINESS MANAGEMENT CO.,LTD.
 AEON MALL (SUZHOU) BUSINESS MANAGEMENT CO., LTD.
 AEON MALL (TIANJIN) BUSINESS CO., LTD.
 AEON MALL (YANTAI) BUSINESS MANAGEMENT CO., LTD.
 AEON MALL (CHINA) BUSINESS MANAGEMENT CO., LTD.
 AEON MALL (CHINA) CO.,LTD.
 AEON MALL (ZHEJIANG) BUSINESS MANAGEMENT CO.,LTD.
 AEON MALL (WUHAN) BUSINESS MANAGEMENT CO., LTD.
 ○ L.A.Style Inc.

[Services & Specialty Store Business]

<Service Business>
AEON DELIGHT CO., LTD.
AEON Fantasy Co., Ltd.
ZWEI CO., LTD.
 AEON Eaheart Co., LTD.
 AEON ENTERTAINMENT CO.,LTD.
 AEON CULTURE CO.,LTD.
 AEON COMPASS CO., LTD.
 AEON DELIGHT ACADEMY CO., LTD.
 AEON DELIGHT SECURITY CO., LTD.
 AEON DELIGHT SERES CO., LTD.
 AEON LIFE CO.,LTD.
 A to Z Service Co., Ltd.
 KAJITAKU Co., Ltd.
 Kankyouseibi Co., Ltd.
 Kantouengineering CO., LTD.
 General Services, Inc.
 DO SERVICE CO., LTD.
 Hakuseisha CO.,LTD.
 Reform Studio Co., Ltd.
 A-LIFE SUPPORT Co.,Ltd.
 FMS Solution Co.,Ltd.
 AEON DELIGHT (MALAYSIA) SDN.BHD.
 AEON DELIGHT (VIETNAM) CO., LTD.
 AEON Fantasy Group Philippines,INC.

AEON Fantasy Holdings (Thailand) Co.,Ltd.
 AEON FANTASY (MALAYSIA) SDN.BHD.
 AEON Fantasy (Thailand) Co.,Ltd.
 J-Horizons Travel (M) Services Sdn. Bhd.
 PT AEON FANTASY INDONESIA
 Suzhou City Gaoyong Comprehensive Facility Management Service Co., Ltd.
 Suzhou Rifu Elevator Engineering Equipment Co.,Ltd.
 SUZHOU SHANGPIN Washing Service Co.,Ltd.
 SUZHOU ALLIANCE PROPERTY MANAGEMENT CO.,LTD.
 AEON Fantasy(China)Co., Ltd.
 AEON EAHEART RESTAURANT (QINGDAO) CO., LTD
 AEON DELIGHT (Jiangsu) Comprehensive Facility Management Service Co., Ltd
 AEON DELIGHT(CHINA)CO.,LTD.
 Aeon Delight Teda(Tianjin) Comprehensive Facility Management Service Co.,Ltd.
 Wuhan Xiaozhu Comprehensive Facility Management Service Co.,Ltd.
 (Specialty Store Business)

GFOOT CO., LTD.

COX CO., LTD.

○ **Taka:Q Co., Ltd.**

Abilities JUSCO Co., Ltd.
 AEON FOREST CO., LTD.
 AEON PET CO.,LTD
 AEON BODY Co., Ltd.
 Claire's Nippon Co., Ltd.
 Cosmeme CO., LTD.
 Talbots Japan Co., Ltd.
 Branshes Co. Ltd
 MIRAIYA SHOTEN CO., LTD.
 Mega Sports Co., Ltd.
 MEGA PETRO Co., Ltd.
 LAURA ASHLEY JAPAN CO., LTD.
 AT Japan Co., Ltd.
 R.O.U CO., LTD.
 BLUE GRASS(SHANGHAI)CO., LTD.
 LAURA ASHLEY ASIA CO., LIMITED
 NUSTEP (BEIJING) TRADE CO., LTD.
 TAIWAN LAURA ASHLEY CO., LTD.
 Talbots China CO., Ltd
 PET CITY (BEIJING) CO., LTD.

[Digital Business]

AEON.com Co., Ltd.

[International Business]

(China)
 AEON (CHINA) CO., LTD.
AEON Stores (Hong Kong) Co., Limited
 GUANGDONG AEON TEEM CO., LTD.
 QINGDAO AEON DONGTAI CO., LTD.
 AEON South China Co., Limited
 AEON EAST CHINA (SUZHOU) CO., LTD.
 AEON (HUBEI) CO., LTD.
 BEIJING AEON CO., LTD.
 (ASEAN)
 AEON ASIA SDN. BHD.
AEON CO. (M) BHD.
 AEON BIG (M) SDN. BHD.
 AEON INDEX LIVING SDN. BHD.
 AEON ORANGE COMPANY LIMITED
 AEON VIETNAM CO., LTD
 AEON (CAMBODIA) Co.,Ltd.
 AEON(Thailand) CO., LTD.
 DONG HUNG INVESTMENT DEVELOPMENT CONSULTANCY JOINT STOCK COMPANY LIMITED
 PT.AEON INDONESIA
 ○ FIRST VIETNAM INVESTMENT JOINT STOCK COMPANY

[Shared Function Companies and Other]

○ **YAMAYA CORPORATION**
 AEON Integrated Business Service Co., Ltd.
 AEON AGRI CREATE Co., Ltd.
 AEON GLOBAL SCM CO., LTD.
 AEON TOPVALU CO., LTD.
 AEON FOOD SUPPLY Co., Ltd.
 AEON MARKETING CO., LTD.
 Cordon Vert CO., LTD.
 Research Institute For Quality Living Co., Ltd.
 Bio c' Bon Japon
 AEON GLOBAL SCM SDN.BHD.
 AEON TOPVALU MALAYSIA SDN.BHD.
 AEON TOPVALU (HONG KONG) CO., LIMITED
 AEON TOPVALU (THAILAND) CO.,LTD.
 AEON TOPVALU VIETNAM COMPANY LIMITED
 AEON Integrated Business Service CHINA Co.,Ltd.
 Tasmania Feedlot Pty. Ltd.
 AEON Global SCM(Beijing)Co.,Ltd
 AEON TOPVALU (CHINA) CO., LTD
 ○ AEON Demonstration Service Inc.

- AEON 1% Club Foundation
- AEON Environmental Foundation
- The Cultural Foundation of Okada

As of the end of November 2016