



January 16, 2019

Aeon Co.,Ltd.

Aeon Retail Co.,Ltd.

Aeon Topvalue Co., Ltd.

“Vegetable bouillon” is the key!

Salad made without using worrisome food additives*1 put on sale

Release of Salad in the Topvalu Gurinai Free From Series!

Aeon will begin to sell two ready-made salad products in the “Topvalu Gurinai Free From”^{*1} series at about 800 “Aeon” “Aeon Style” and other stores on Wednesday, January 16.

Aeon released the Gurinai Free From series in November 2016 as products made without using worrisome additives and materials, and in November 2018 released the first prepared Japanese food in the series to meet expanding demand for ready-made meals.

The two items newly placed on sale are potato salad and spaghetti salad, which are particularly popular among ready-made salad products. The two products do not contain food additives that concern customers (seasoning [amino acids] and color former [sodium nitrite]), and the “vegetable bouillon” used in the products plays a key role in making the salad taste very mild and natural.

These ready-made, safe and delicious salad products were highly rated in a pre-release consumer survey*2.



Special potato & vegetable salad

Additives not used in the salad: Seasoning [amino acids] and color former [sodium nitrite]*3



Tuna & vegetable spaghetti salad

Additives not used in the salad: Seasoning [amino acids] and color former [sodium nitrite]*4

Sold at about 800 “Aeon” “Aeon style” and other stores across Japan*5

Aeon will continue to develop safe products in consideration of customers’ health while proposing products suitable for their lifestyles.

*1 Products sold in the series contain no additives, materials or ingredients that concern purchasers.

- Webpage for Topvalu Gurinai Free From : <https://www.topvalu.net/gurinai/freefrom/>

*2 Received an “A” rating in a pre-release consumer survey

- Webpage for pre-release consumer surveys: <https://www.topvalu.net/brand/improvement/monitor>

*3 Examples of additives used in conventional Topvalu potato salad:

Modified starch, seasoning (amino acids and others), sodium acetate, glycine, polysaccharide thickener, phosphate (Na), pH adjuster, antioxidant (vitamin C, sodium nitrite), spice extract, color former (sodium nitrite), smoke solution, cochineal extract, acidulant

*4 Examples of additives used in conventional Topvalu vegetable spaghetti salad:

Modified starch, seasoning (amino acids and others), sodium acetate, glycine, thickener (modified starch, polysaccharide thickener), phosphate (Na), pH adjuster, antioxidant (vitamin C), spice extract, emulsifier, color former (sodium nitrite), smoke solution, cochineal extract, flavoring (derived from milk and soybeans)

*5 Salad product release day and availability may differ by store/area.

Reference

【Introduction of Topvalu Gurinai Free From】



Free from worrisome substances

In the “Topvalu Gurinai Free From” series, Aeon offers products made by avoiding the use of additives, materials and ingredients that concern purchasers. Specifically, Aeon is committed to avoiding the use of 109 types of additives and materials in food items, five in detergent items, and seven in skin cleansers and skincare products.

Food items for which Aeon avoids the use of 109 types of additives and materials

For Topvalu “Gurinai Free From” food items, Aeon is committed to avoiding the use of 109 types of additives and materials that concern purchasers.

Committed to avoiding the use of 109 types of food additives

Synthetic food dye (29 types)	Seasoning (23 amino acid types)
Synthetic preservative (15 types)	Seasoning (6 nucleic acid types)
Color former (3 types)	Antioxidant (3 types)
Anti-mold agent (5 types)	Food manufacturing agent (4 types)
Synthetic sweetener (10 types)	Aluminum (2 types) Bleaching agent (3 types)
Others (6 types)*	*Margarine and others that may contain trans-fatty acids

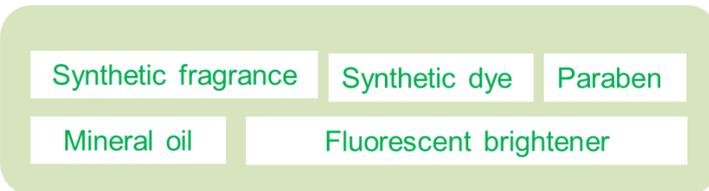


Daily items that are friendly to the skin (Non-food items)

Non-food items in the Topvalu “Gurinai Free From” series are also made by avoiding the use of materials that concern purchasers.

Detergent series

The detergents do not contain the following **five additives** that concern customers:



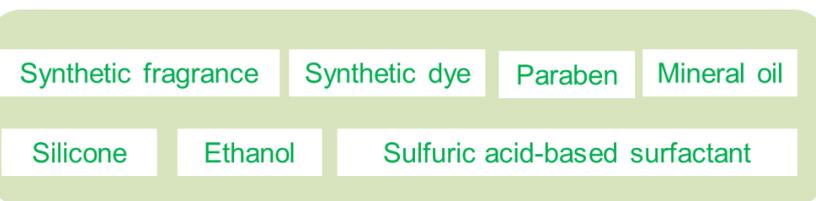
(Specific product items)

- Laundry detergent
- Softener
- Dishwashing liquid

*Fluorescent brightener is not generally used in laundry softener and dishwashing liquid, and so the use of the four additives is avoided for these items.

Skin cleanser series

Skin cleansers do not contain the following **seven additives** that concern customers:

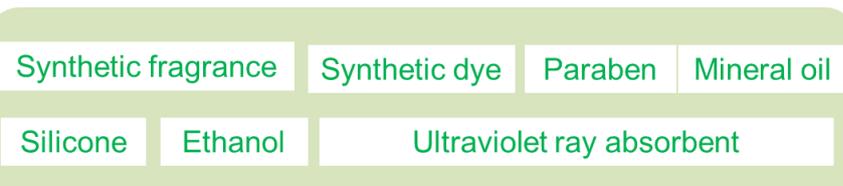


(Specific product items)

- Shampoo
- Conditioner
- Foaming body soap
- Foaming face soap
- Face soap

Skincare product series

The skincare products do not contain the following **seven additives** that concern customers:



(Specific product items)

- Body milk
- UV cream

◆ Selection of additives and materials

In reference to the opinions given to the Topvalu customer service staff concerning worrisome additives, materials and ingredients, Aeon chooses substitutes that will definitely help to maintain the tastiness and quality of the products in the product development stage.

◆ Webpage for “Topvalu Gurinai Free From” products:

<https://www.topvalu.net/gurinai/freefrom/> (in Japanese)

<https://www.welcome-aeon.com/topics/freefrom.html> (in English)



“Gurinai Free From” items exceed 100!

**Ready-made salad and other items added to meet increasing demand for ready-made meals
Aeon will further expand the product lineup in response to customer needs**

Aeon has been selling products made by avoiding the use of additives, materials and ingredients that concern customers in the “Topvalu Gurinai Free From” series since November 2016. Products sold in the series include “*pain de mie*” (bread) made by using olive oil instead of margarine, shortening and other similar oils; and mayonnaise made without using seasoning (amino acids) or spice extract.

Customers have made comments such as “I am happy to be able to purchase these products at a nearby store,” and “It is delicious without using ○○ (additive)!” even now, two years after release of the products. Customers thus highly evaluate the products in recognition of their quality and tastiness as well as the avoidance of using worrisome additives.

With the addition of ready-made salad and other food items, the total number of product items sold in the Topvalu “Gurinai Free From” series has exceeded 100. Aeon will continue to develop safe products that customers can use with peace of mind in reference to their opinions and in consideration of their health.

