

December 25, 2019
Aeon Co., Ltd.
Aeon Kyushu Co., Ltd.
AEON Stores(Hong Kong)Co., Limited

Holding a ceremony to ship *banpeiyu* from Yachiyo City to Hong Kong on January 7, 2020
“Kumamoto *Banpeiyu* Fair” at Aeon stores Hong Kong
To be held at all 11 in Hong Kong stores from January 16

Aeon has been introducing specialties from various regions in Japan to overseas customers through its overseas stores, thereby introducing Japanese culture and expanding overseas sales channels for Japanese agricultural products. As part of this effort, Aeon will sell *banpeiyu* produced in Yachiyo – city (Kumamoto Prefecture) for the period from Jan.16th to Jan.30th at all 11 Aeon Hong Kong stores. *Banpeiyu* is one of the world’s largest citrus fruits. Aeon started to hold a *banpeiyu* fair in Hong Kong in 2015 and will hold it for the sixth time at the beginning of 2020.



With a diameter of around 20 cm, the *banpeiyu* is one of the largest citrus fruits. It features a beautiful appearance and an elegant sweet and sour flavor. In fact, it is the perfect balance of sweet and sour that makes the fruit so refreshing. *Banpeiyu* can be stored for around a month until the skin becomes soft and the flesh is ripe enough to eat.

Aeon established a council for the branding of *banpeiyu* produced in Yatsushiro in Kumamoto Prefecture together with Yachiyo City and Hikawa Town in Kumamoto from 2013 as part of the Food Artisan Project that it had been implementing with local producers to keep Japan’s traditional food culture alive through the continued production of local foodstuffs by employing traditional skills. Aeon will publicize the fruit with a focus on its special features, thereby contributing to the revitalization of the production area.

In Hong Kong, Japanese foods are attracting a lot of attention. Particularly during the period immediately before the Chinese New Year holidays, the fruit becomes very popular among local consumers as a “bearer of good luck” due to its size and beautiful color.

As in the previous year, Aeon will export the fruit from the port of Yatsushiro in the production area to Hong Kong. On Tuesday, January 7, Aeon will hold a ceremony to celebrate the shipment of the fruit to Hong Kong and express the hope that local consumers will enjoy the delicious fruit.

Reference

Aeon's Food Artisan Project

フードアルチザンは
地域の産品を大切にします！



In response to customers who expect Aeon to contribute to the protection of local food cultures, Aeon began conducting the Food Artisan Project in 2001. In cooperation with producers of local specialties across Japan, Aeon is working to protect Japan's outstanding national food culture, receiving support from local governments and university research institutes.

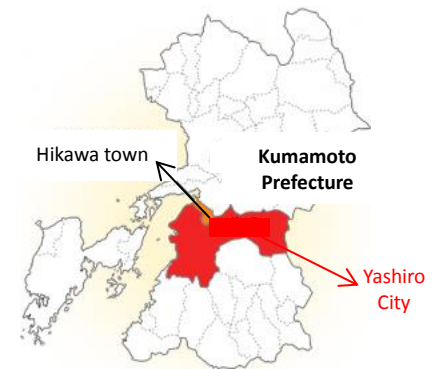
As of the end of December 2019, our artisan food products cover 28 prefectures and 41 dishes. In 2013, Aeon established a council for the branding of *banpeiyu*, which is the 27th food item to be addressed under the Food Artisan Project.

◆ *Banpeiyu*

With a diameter of around 20 cm, *banpeiyu* is one of the largest of the citrus fruits and features a well-balanced sweet and sour taste. In Yatsushiro in Kumamoto Prefecture, the fruit has been cultivated for more than half a century, starting from around 1945. The warm and sunny climate is suitable for the cultivation of the fruit and the area accounts for 90% of Japan's total production.

To cultivate *banpeiyu*, however, advanced manual skills are required for pollination, fruit thinning and others, and the workforce is aging due to a lack of young people entering the industry.

Nonetheless, thanks to the efforts of producers, the shipment volume has remained steady. In order to hold on to the local history and pass down this traditional food culture to future generations, Aeon is working with the Yatsushiro Chamber of Commerce and Industry to brand *banpeiyu* as a beloved local specialty with an eye to fostering the production and sales of the fruit and revitalizing the local area.



Note: For more details on the Food Artisan Project, please visit website (<http://www.foodartisan.jp>).