

February 27, 2013  
AEON CO., LTD.

## **Support to restoration in Tohoku x Fast Fish**

### **Launch of "Honotori Saba" on February 27 in cooperation with JF Kuji and Sanriku Railway**

Thanks to your patronage, Aeon's "Fast Fish" products using raw materials from Tohoku have sold more than a million packs

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Aeon Co., Ltd. will start selling "Honotori Saba"(fillet of mackerel), a "Fast Fish" product using mackerel, one of the most typical fish landed in Sanriku, on Wednesday, February 27 at Aeon Group stores throughout Japan, in cooperation with the fisheries cooperative in Kuji City (JF Kuji) and Sanriku Railway Company (Sanriku Railway).



#### **-The "Fast Fish" labeled products using raw materials from Tohoku have sold more than a million packs"-**

Aeon released the first certified "Fast Fish", "Honotori Sanma" (fillet of Pacific saury) last August, in cooperation with JF Kuji and Sanriku Railway, for the purpose of supporting the restoration of Tohoku and passing on the fish-eating culture. Having gained a good feedback from customers that they are easy to cook and delicious, the 9 types of "Fast Fish" items using raw materials from Tohoku have sold more than a million packs in total.

Further responding to the good feedback from customers, Aeon has been planning the release of "Fast Fish" with new flavors using different types of fish.

#### **-Proposing the new way of eating mackerel through the release of "Fast Fish" products with flavors such as salted rice malt and smoke!-**

"Honotori Saba" that Aeon is releasing is made from mackerel caught in the North Pacific Ocean Area, which is known as good fishing grounds for mackerel. Aeon offers mackerel caught from August to December, which is the best time of the year for mackerel, with three flavors; salted rice malt, the seasoning that has become popular recently, smoke and black pepper. As with "Honotori Sanma" released last August, JF Kuji manages the whole process of the production, from procurement of raw materials and processing to packing. The best season for mackerel is different from that of Pacific saury, so the release of the item using mackerel contributes to the stable operation of local processing factories.

#### **-Sanriku Railway South Rias Line will be partially reopened on April 3. Aeon continues offering the support through the sales of items-**

Aeon has employed Tstsudo Danshi (railway boy), a popular Sanriku Railway character, for product package, and has paid Sanriku Railway 1.2 million yen last December from the sales of "Honotori Sanma," as a fee for joint PR activities using the character, etc. "Honotori saba" package also employed the same character, so that the purchase by customers would support the restoration of Tohoku region. Through these continuous efforts, Aeon will support the complete reopening of Sanriku Railway South Rias Line.

[Overview of Aeon's "Fast Fish" products]

Product list:

Product name	Specification	Price (tax included)
"Honetori Saba", fillet of mackerel – salted rice malt flavor (for cooking)	4 fish	298 yen
"Honetori Saba", fillet of mackerel – smoked flavor (for cooking)	4 fish	298 yen
"Honetori Sanma", fillet of mackerel – black papper flavor (for cooking)	4 fish	298 yen

Date of release: The products will be released on Wednesday, February 27

Stores: Initially at about 460 stores nationwide, including Aeon stores in the Honshu and Shikoku areas, Maxvalu stores in the Tohoku area and Aeon Supercenter stores in the Tohoku area. Subsequently, the products will be made available at more locations.

## Reference

### [Fast fish items using raw materials from Tohoku]

Product name	Specification	Price (tax included)	Producing area
"Honetori Sanma", fillet of Pacific saury – spicy flavor (for cooking)	4 fish	298 yen	Iwate Prefecture
"Honetori Sanma", fillet of Pacific saury – basil flavor (for cooking)	4 fish	298 yen	Iwate Prefecture
"Honetori Sanma", fillet of Pacific saury – <i>Shiso</i> Japanese basil flavor (for cooking)	4 fish	298 yen	Iwate Prefecture
"Kohaku Shime Sanma Kobujime", amber vinegared fillet of Pacific saury with kelp flavor	1 slice	198 yen	Iwate Prefecture
Salmon carpaccio with orange flavor	70 g	298 yen	Miyagi Prefecture
"Honetori Salmon", fillet of salmon with salmon butter flavor	2 slices	298 yen	Miyagi Prefecture
"Honetori Ajitsuki Salmon", fillet of seasoned salmon	2 slices	298 yen	Miyagi Prefecture
"Katsuo Asadaki", fillet of lightly cooked Skipjack (ginger flavor)	120 g	298 yen	Fukushima Prefecture
"Katsuo Asadaki", fillet of lightly cooked Skipjack (butter and soy sauce flavor)	120 g	298 yen	Fukushima Prefecture

### [Aeon is making all-out efforts to support restoration from the damage caused by the Great East Japan Earthquake]

Aeon continues to support the restoration efforts in the Tohoku region through Group-wide efforts by utilizing its nationwide network of stores and various other infrastructure to help the producers who are struggling to recover from the damage of the disaster.

In cooperation with the producers working for restoration and reconstruction, Aeon, immediately after the earthquake, started endeavors to put the products supplied by such producers on the shelves of the Group stores throughout the nation.

In September 2011, Aeon started direct purchase of Pacific saury caught with the fishing boats arranged by Kuji City in the water off East of Hokkaido and landed at the Kuji port.

Since last May, Aeon has offered ginzake Coho salmon cultured in farms in Miyagi Prefecture and since last June, it has sold katsuo Skipjack of Onahama Port of Fukushima Prefecture at stores of the Group in the Tohoku, Kanto and Tokai areas. These products have enjoyed great popularity.

In an effort to make our wishes for recovery come true, Aeon will continue to make full use of its nationwide network of the Group stores and infrastructure to achieve restoration of the Tohoku region.