

August 20, 2014  
AEON CO., LTD.

Aeon delivers sweet Pakistani mangoes for customers in Japan!

## **First time in major supermarkets! Pakistani mangoes go on sale**

With the full cooperation of the Pakistan Embassy in Japan, Aeon is launching experimental sales of Pakistani mangoes. Until now Pakistani mangoes have been sold only on a small scale in restaurants and so forth. Now, for the first time as a major retailer, Aeon offers the fruit nationwide.

Pakistan is one of the biggest mango producing countries. Known as 'the most delicious mango in the world,' the very sweet Pakistani mangoes with high sugar content are mainly exported to Europe and the Middle East currently. Since the ban of their import to Japan was lifted in 2011, Pakistan has been setting up a system for exporting the mangoes to Japan. Mangoes have become one of the most popular fruits in Japan, eaten not only as they are but as an ingredient in an array of sweets and confections.

Hoping to provide its customers delightful time with delicious mangoes from many different nations, Aeon will be holding the experimental sales of the Chaunsa variety mangoes – which are sweeter than a melon – in 17 of its stores. Aiming for fully-fledged sales of these unusual golden-colored mangoes next year, we are delivering the fruits for customers in Japan in advance.

On August 23 (Sat.) His Excellency the Ambassador Extraordinary and Plenipotentiary of the Pakistan Embassy in Japan, Mr. Farukh Amil, will visit to see the sales corner at the Makuhari New City Store in Chiba Prefecture.

Aeon will continue to make dietary suggestions for customers by delivering tasty food from all over the world utilizing our unique global sourcing capacities.

### **Details of the experimental sales of Pakistani mango**

1. Sales period:
  - 1) August 23 (Sat.), August 24 (Sun.)
  - 2) September 6 (Sat.), September 7 (Sun.)
2. Sold at: 17 Aeon Stores
  - 1) Makuhari New City, Tsudanuma, Marimpia, Kita Toda, Yono, Aeon LakeTown, Urawa Misono, Shinonome, Shinagawa Seaside, Itabashi, Hatano Store
  - 2) Atsuta, Nagoyachaya, Rakunan, Sakai Kitahanada, Dainichi, Itami Koya Store



3. Product information: Pakistani mango (Chaunsa variety)  
price: basic price 398 yen (429 yen incl. tax)  
Note: The Chaunsa variety is a yellow mango that turns golden when ripe. It has a sugar content of 18° to 22° and is very sweet and pleasantly fragrant.