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September 25, 2014
MINISTOP CO., LTD.

“cisca,” Ministop’s new store format targetting female customers, to be launched on Monday, September 29

Ministop Co., Ltd. (Head office: Chiba-shi, Chiba; President and Representative Director: Naoyuki Miyashita) is pleased to announce the launch of its new store format “cisca” on Monday, September 29, 2014. It mainly targets women, and will be rolled out mainly in the Tokyo Metropolitan area.

“cisca” is a new type of store that combines café, delicatessen, and grocery stores under the concept of “freshness,” “health,” and “connection.” Ministop aims to make cisca a place where women enjoy spending time. The store will have a broad selection of goods that meet the needs of women who wish to enjoy healthy meals casually.

■ lineup of products at “cisca”

1. Drip coffee, espresso, black tea, and milk-based drinks
2. Three kinds of smoothie that are made exclusively with vegetables, fruits, and natural juices
3. Two types of soup with full of ingredients with vegetables and seafood stock
4. *Onigiri* (rice balls) made of sprouted brown rice, and oil-free, low-calorie doughnuts
5. Sandwiches, salads and other food items made with a variety of vegetables

With these items at the core, cisca will also offer other types of products, including imported cookies and candies, festive goods, Japanese and imported wines, and a variety of cheese. With the product lineup that can propose conversation topics among friends and family members, Ministop aims to provide customers with the pleasure of finding favorites products from the store shelves.

In addition to daily necessities, “cisca” also provides customer with incentives for casual gift giving for friends, colleagues, or family members, aiming to make “cisca” an attractive store where customers can always find interesting items to shop for, and feel like coming every day.

Smoothie

Freshly made from carefully selected nutritious vegetables and fruits

Green vegetable smoothie	300 yen
Red fruit smoothie	300 yen
Yellow fruit smoothie	300 yen



Soup

Made from seafood and vegetables, bringing out the taste and flavor of the ingredients

Clam chowder	300 yen
Tomato clam chowder	300 yen





■Store name and design

Named “cisca,” a word coined from the phrase “city small café,” the store will strive to create a new store format under the concept of “freshness,” “health,” and “connection.”

The store design features round, square, and other shapes of motifs in different sizes to symbolize the variety of items sold at the store. Red, yellow, and Green-ish colors are chosen as signature color of the store and used not only for the store design but also for the design of products sold at the stores.



<Outline of the new store to open>

Name: cisca Nihonbashihoncho Store
Address: 3-1-8, Nihonbashi-honcho, Chuo-ku, Tokyo
Operation hours: 7 a.m. to 10 p.m. on weekdays
7 a.m. to 5 p.m. on Saturdays
Closed on Sundays and national holidays
Store area: 104.79 m² (Approx. 31.7 tubo)
Sales floor area: 86.67 m² (Approx. 26.2 tubo)
Number of seats: 17 seats (9 seats with AC power plug)
Number of product items sold:
Approx. 1,200 (including approx. 200 alcoholic beverages)



Reference: Background of launch of “cisca”

Ministop began considering the launch of café-type format back in 2005.

In 2006, it opened a pilot store named “mist café” in which coffee and other beverages as well as sandwiches, *onigiri*, and other food items were served.

Having found the hidden needs for café and fresh cups of coffee through operating “mist café”, Ministop started the experimental sale of fresh cups of coffee in the Tohoku region. In October 2009, it launched full-scale sale of fresh cups of coffee at all Ministop stores across Japan.

In response to the increasing demand for take-out coffee as well as changes in the lifestyles of female customers, Ministop began its initiative to develop the new store format “cisca.” The development process started from scratch, not relying on its experience through developing convenience store, with an emphasis on preference of female customers. The effort led to the launch of a new business, “cisca,” an amalgamation of café, delicatessen (healthy food containing mainly vegetables as ingredients), and grocery store.