

October 15, 2014
AEON CO., LTD.

Making local customers smile through “locally grown foods (*jimono*)”

Aeon will hold “*Jimono-no-hi*” to promote local products at 2,000 stores nationwide every month!

Aeon supports each region by offering locally produced products

Aeon launches an initiative to promote “local production for local/area consumption” by providing locally produced, fresh products to local customers on “Jimono-no-hi (Local Products Day)” held every month at 2,000 Group stores of GMS (Aeon and Daiei), SM (Maxvalu), and others. First “Jimono-no-hi” promotion will be held on Wednesday, October 15, 2014.



In accordance with the Basic Principles of “pursuing peace, respecting humanity, and contributing to local communities, always with the customer’s point of view as its core”, Aeon has made various efforts towards regional revitalization through business activities, social activities and environmental preservation activities, as a cooperate group which has rooted on local communities and serves to contribute to them.

These activities include Aeon’s e-money “WAON” which contributes part of the sales under the comprehensive business alliance agreement with local government, “Prefectural Product Fair” Group stores both in Japan and in other countries (ex. Malaysia and China), and “Food Artisans” program which aims to support local food producers who have contributed to the succession of traditional food culture.

The Japanese government has created a new post in charge of revitalizing local economy in September 2014, together with the “the Secretariat of the Headquarters” which aims to overcome population decline and strive for vitalize local economy.

Additionally, a change can be seen in the customers’ preference towards locally produced products. An increasing number of customers nowadays tend to prefer regionally/locally grown products, since they are more “fresh” and “safe and secure,” and also from their consideration for revitalizing the regions in which they live.

Considering the above circumstances, Aeon will launch “Jimo-no-hi” promotion to help local customers fully enjoy regional products. “Jimono-no-hi” will be held monthly at 2,000 Group stores in Japan with local specialties in cooperation with local producers, such as local “must buys”, fresh vegetable, seasonal seafood and local daily products/processed foods.

Aeon will continue its endeavors for vitalization of local communities with respects to regional diversity in food culture, by providing fulfilling assortment of “delicious,” “fresh” and “safe and secure” locally grown products in cooperation with local producers.