



November 10 2014

AEON CO. LTD.

AEON Stores (Hong Kong) Co., Ltd.

AEON SUPERCENTER Co., Ltd.

Aeon holds its first Tohoku Food fair in Hong kong!

Aeon supports the Tohoku region by introducing products and culture of Tohoku in Hong Kong.

Aeon Stores (Hong Kong) Co., Ltd. will hold "Japanese Tohoku Food Fair" from 12th November at Aeon Kornhill Store in Hong Kong.



In recent years the popularity of Japanese rice, fruits, sake and so on are on the rise in Hong Kong. Aeon, in response, takes its first initiative to deliver popular seasonal treats such as apples and oysters from Tohoku region, one of the best production areas to people in Hong Kong.

The Japanese Tohoku Food Fair was realized through the cooperation between Aeon Supercenter Co., Ltd., Tohoku-based company with its head office in Iwate Prefecture's Morioka City, Iwate Prefecture, and Aeon Stores (Hong Kong) Ltd., in order to familiarize Hong Kong people with Tohoku region through tourism information and regional specialties. At the Kornhill Store, there will be corners showcasing tourist information about the six prefectures in Tohoku, the Sanriku Railway that re-opened this April, the Nanbu brew masters guild (one of the three top brew masters guilds in Japan), and rice and fruits, where customers can feel a real sense of what Tohoku is like.

Through the store networks that spread over China and ASEAN countries, Aeon will continue to promote consumption outside point of production and relay tourism information on Japan by offering Japanese local specialties at regional fairs held overseas.

Outline of the Japanese Tohoku Food Fair

1. Dates: Wednesday, November 12, 2014 to Tuesday, November 18, 2014
2. Venue: Central Court, AEON Kornhill Store
3. Main contents of the Fair:
 - Tasting and sales of Tohoku rice
 - Introduction to the various beauty of famous tourism spots in Tohoku of four different seasons
 - Sales of sake from Fukushima, Akita and Iwate Prefectures; introduction to the history of the Nanbu brew masters
 - Tasting and sales of fruits from Aomori, Yamagata and Iwate Prefectures
 - Tasting and sales of oysters from Miyagi Prefecture
 - Films and pictures of Sanriku Railway and sales of original railway goods
 - Tasting and sales of Morioka's three famous noodle dishes: cold noodles, ja ja noodles and wanko soba noodles