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AEON CO., LTD.

AEON Stores (Hong Kong) Co., Limited

**Aeon promotes charms of Mie Prefecture where  
G7Japan 2016 Ise-Shima Summit is to be held  
AEON Stores (Hong Kong) holds “Mie Prefecture Tourism Local Product Fair”**

Aeon has been taking various initiatives to promote the region towards the Ise-Shima Summit which is to be held on May 26-27.

Aeon Stores (Hong Kong) Co., Limited (hereinafter, “Aeon Stores (Hong Kong)”) will hold “Mie Prefecture Tourism Local Product Fair” starting from January 18 to January 24 in a flagship store, Aeon Kornhill Store. Aeon Stores (Hong Kong) will hold the fair in cooperation with Maxvalu Chubu Co., Ltd., Aeon Co., Ltd., Mie Prefecture, Matsusaka City, and The Hyakugo Bank, Ltd. aiming to promote charms of Mie Prefecture to customers overseas as well as in Japan in advance of the Summit.

**Introducing charms of Mie Prefecture**

Mie Prefecture had been called “*Miketsukuni*” (a country offering food especially seafood to the imperial court) in ancient times as the Prefecture is known for its local seafood specialties such as *Ise-ebi*, or Japanese spiny lobster and oysters. The Prefecture is also known for “Matsusaka beef,” high quality marbled beef. Thus the Prefecture is famous for the richness of produce. Moreover, the Prefecture has many sightseeing spots such as Ise Jingu with the history of 2000 years and the world heritage, *Kumano Kodo* Pilgrimage Routes.



The fair will offer a variety of local specialties including Matsusaka beef, oysters, Kii ripe oranges, and Ise noodles. A tourism PR booth of the Prefecture including the Ise-Shima region will also be set up to introduce its rich nature as well as history and culture that is increasingly drawing attention as a place to hold the Summit.

Aeon will continue promoting charms of each region in Japan to the world through leveraging the Group network in Japan, China, and ASEAN countries.

Note

**[Mie Prefecture Tourism local food fair]**

1. Period: January 18-24, 2016
2. Venue: AEON Kornhill Store
3. Contents: [Tourism booth] VTR, photos, and leaflets on Mie Prefecture  
[Local specialties] example: Matsusaka beef, oysters, ripe oranges, rice, Ise noodles

## Examples of local specialties to be introduced at Mie Prefecture Tourism

### Local Product Fair

#### ▼Matsusaka beef -World-class branded Japanese beef-

Matsusaka beef is to be offered in Hong Kong for the first time. Abundantly streaked with fine layers of fat all around, Matsusaka beef melts off on your hands due to comparatively lower melting point of its fat.



#### ▼Orange -Ripe oranges recognized as one of the Mie brands-

The ripe oranges grown in warm winds carried by the Japan Current on the South facing sunny mountain slope have rich harmony between sweetness and sourness with bright colored orange skin. In cooperation with the local producers, Aeon delivers the ripe oranges that can only be produced in South Kii region.

#### ▼Rice -Grown in the fertile land with clean water-

Mie Prefecture is blessed with geographical features and climate along with fertile land and clean water suitable for rice-producing. Under such ideal conditions, Mie Prefecture is one of the best *Koshihikari* product districts. The Fair delivers several kinds of branded rice from Mie Prefecture including "*Koshihikari*," and "*Musubi no Kami*" developed by the Prefecture.

#### ▼Ise noodles -Offering noodles with amazing new texture-

Ise noodles are tick, soft, and chewy noodles dipped in sauce mixed with rich soy sauce and broth of dried bonito. It is often offered to visitors to Ise Jingu.