

June 6, 2024  
AEON CO., LTD.  
AEON Retail Co., Ltd.  
AEON Food Supply LTD

**Introducing the Delicatessen Process Center:  
Elevating Culinary Excellence with SPA\*<sup>1</sup>-Crafted Chef-Quality Delicacies**

On June 6 (Thursday), the company commenced full-scale operations of a new Delicatessen Process Center. Here, products developed by a team of food experts are produced using professional chefs' cooking techniques in a SPA format, overseeing the entire process from product development to sales.

Until now, the food retail industry has mainly provided home-style delicatessen to reduce the burden of household chores for customers. In recent years, as food preferences have become more diverse, there is a growing need for casual purchases of quality products made by professional chefs, even at supermarket food counters.

In response to these evolving needs, AEON has initiated a group-wide project to develop next-generation Delicatessen Process Centers that can efficiently produce and sell products with the quality of authentic restaurants, under the concept of 'Everyday, Chef Quality.' The first of these next-generation centers, Craft Delica Funabashi, is located in Funabashi City, Chiba Prefecture.

« Three measures to realize the “Everyday, Chef Quality” concept »

Development	SPA system to pursue chef-quality tastes by professional teams on Merchandizing* <sup>2</sup> , Cooking, and Processing
Processing	A production line design utilizing manufacturing methods and equipment that replicate a chef's cooking process
Sales	An optimal design of processing levels tailored to product characteristics, ensuring both high quality and efficient store operations.

« Outline of the processing center »

Operating Company	AEON Food Supply LTD
Name of the Center	Craft Delica Funabashi
Location	4-6 Takase-cho, Funabashi-city, Chiba prefecture
Start of Operation	June 6, 2024
Area Size	21,868 m <sup>2</sup>
Producing Items	Hot prepared foods, sushi, chilled prepared foods, semi-processed and finished products for lunch boxes, sauces, and raw material processing
Recipient	Approximately 1,500 stores of AEON Retail, My Basket, and others in Kanto region

◀ Thoughts behind the Center's name ▶

“Our goal is to enrich our customers' daily lives by providing easy access to special menus and professional-quality flavors that add a touch of elegance to their dining tables. We meticulously craft each product using carefully selected ingredients and production methods, based on recipes uniquely designed with our expertise and passion.”



- \* 1: Originally, SPA stood for Specialty store retailer of Private label Apparel. In this context, it refers to enhancing the value of the sales floor by offering a streamlined process from product planning to sales through a single point of contact.
- \*2: Abbreviation of Merchandising. A series of actions aimed at selling products by strategically setting the assortment, sales timing, display quantity, price, and other relevant factors.