

In Response to A Growing Concern for Health Among Customers, Seven-Eleven Japan Develops Safer Food products --Introduces Original Food Items Completely Free of Preservatives and Artificial Coloring--

Artificial additive-free foods launched in the cooked rice, bread-based and delicatessen products, and cooked noodles and pastas categories

With the cooperation of 130 manufacturers of basic food ingredients and cooked rice, bread-based and delicatessen products, and cooked noodles and pastas nationwide, Seven-Eleven Japan Co., Ltd., is introducing original food items that are food-preserved and artificial-coloring free in its cooked rice, bread-based and delicatessen products, and cooked noodles and pastas categories in approximately 8,800 7-Eleven stores.

Until now, Seven-Eleven Japan's food preservatives and artificial coloring policy was to use the minimum amounts approved by authorities in Japan. Because of the need to develop products in response to the growing health trend among customers, however, Seven-Eleven Japan considered a variety of methods of supplying new products with basic food ingredient and prepared food manufacturers--resulting in the current start of sales of food-preserved and artificial-coloring free original food items (cooked rice, bread-based and delicatessen products, and cooked noodles and pastas). To start with, sales of food-preserved and artificial-coloring free chilled products (bread-based and delicatessen products and cooked noodles and pastas), which are stored and displayed in refrigerators, began on August 7. The introduction of preservatives and artificial-coloring free cooked rice products commenced on September 25. By October 2, all cooked rice, bread-based and delicatessen, and cooked noodles and pasta products will be completely preservative and artificial-coloring free--a total of approximately 150 products.

With the introduction of these products, Seven-Eleven Japan is aiming to differentiate itself in the marketplace by developing food products that have value for customers interested in their own health as well as being delicious and of good quality. Through these efforts, the Company intends to make customers feel even more confident in selecting Seven-Eleven products.