

Seven-Eleven Expands Lineup of Chilled Beers That Depend on Chilled Delivery

--Seven-Eleven uses its nationwide chilled distribution network to begin delivery of beers jointly developed with Suntory and Sapporo Beer on July 2--

Seven-Eleven Japan will use its nationwide chilled distribution network to begin delivery of "Chilled Delivery" of chilled beer. It will begin delivering two jointly developed beers on July 2. Super Premium Malts, developed with Suntory Limited, will be delivered to approximately 3,500 stores in the Tokyo Metropolitan and northern Kanto areas. Pilsner Premium, developed with Sapporo Breweries, Ltd., will be delivered to about 120 stores in Shizuoka Prefecture.

Seven-Eleven Japan began handling chilled beers in June 2002, when it first used its nationwide chilled distribution network to begin chilled delivery of a chilled beer developed jointly with Kirin Brewery Co., Ltd. The beer was widely popular with customers that were beer connoisseurs, many of whom continued to ask Seven-Eleven to increase their lineup of chilled beers. Consequently, Seven-Eleven teamed up with Suntory and Sapporo Beer to create two beers with highly original aromas and flavor.

To create products that met the needs of customers, Seven-Eleven Japan's "chilled delivery" infrastructure, sales information based on the point-of-sale (POS) data from the 9.6 million people that come to 7-Eleven stores daily, the know how gained from developing original items for 7-Eleven stores, and effective store promotion were put to good use in the joint development of the chilled beers.

The special feature of chilled beer with "chilled delivery" is the freshly made taste that consumers can enjoy because the beer has been kept consistently at 10°C or less from brewery to store by using temperature control made possible by chilled delivery. For that reason, the beer can be brewed using a different method than usual so that consumers can enjoy the genuine deliciousness of the malt and the aroma of the hops that was not possible before.

Seven-Eleven Japan established its nationwide refrigerated central distribution network in October 2001. Chilled beer delivered to six bulk distribution centers nationwide can be forwarded to 66 combined distribution centers for delivery to more than 9,700 7-Eleven stores.

Following the success of the joint efforts with Suntory and Sapporo Beer, Seven-Eleven Japan plans to pursue further chilled beer joint development projects utilizing its nationwide refrigerated distribution network.

Moreover, in the light of the relaxation of the regulations on retail liquor sales in September 2003, the Company will continue to develop a line of highly differentiated, high value and quality beers, wines, and liquors by making maximum use of its existing infrastructure. In this manner, Seven-Eleven Japan is responding to the changing needs of customers.