

Seven-Eleven Japan and Suntory Announce Joint Development of Super Premium Malts <Chilled Delivery> --Top class premium beer to be delivered using refrigeration management--

Suntory Limited and Seven-Eleven Japan Co., Ltd., have jointly developed Super Premium Malts<Chilled Delivery> (330 milliliters, ¥248). Starting July 2, Seven-Eleven Japan will start selling the new product at about 3,500 7-Eleven stores with liquor licenses in the Tokyo metropolitan and northern Kanto areas.

Suntory already markets The Premium Malts, one of Suntory's top quality beers. Brewed with the most luxurious of ingredients and the best of technologies, the beer has been given rave reviews by beer fans. The newly developed Super Premium Malts <Chilled Delivery> utilizes the same brewing process and fine ingredients.

It also takes advantage of Seven-Eleven Japan's refrigerated delivery network and point-of-sale(POS)data from the 9.6 million people that come to 7-Eleven stores daily to create a deliciousness only possible with chilled delivery of freshly made beer.

The new beer will first be sold at the 3,500 7-Eleven stores with liquor licenses in the Tokyo metropolitan and northern Kanto areas, with sales to spread steadily to 7-Eleven stores nationwide.

- Special Taste Characteristics
 1. Compared with Suntory's brewing methods for regular beers, 1.2 times the usual amount of malt and two times as many hops are being used. With the hops in particular, the use of aroma hops from Europe has succeeded in giving the beer a rich aroma, full flavor, and sharp taste.
 2. The date of manufacture and the date of expiration, which is 90 days after production, are clearly marked to make consumers confident that they are enjoying a freshly made beer based on chilled delivery.
- Special Design Features

The fashionable small bottle with a luxurious gold label that is being used for the beer is suggestive of its sophisticated taste. The <Chilled Delivery> is in large letters to strongly emphasize the special production feature of the beer. In addition, "Made at Musashino Beer Brewery," which is in Tokyo, is clearly shown on the label to indicate the freshly made quality of the beer.