

[Translation]

July 11, 2023

SEVEN-ELEVEN JAPAN CO., LTD.

**New Series Providing Sustainable Raw Ingredient
Procurement and New Merchandise Value**
Seven-Eleven Japan launches

Mirai Deli

**New Merchandise Series Available from July 14 in 7-Eleven Stores
nationwide**

SEVEN-ELEVEN JAPAN CO., LTD. (Headquarters: Chiyoda-ku, Tokyo; President & Representative Director: Fumihiko Nagamatsu) has now developed a new merchandise series called “*Mirai Deli*”. It is a series of merchandise made with food ingredients which ensure sustainability. We will launch four new items in the *Mirai Deli* series on July 14 at 21,407 7-Eleven stores (as of the end of June 2023) across Japan.

The impact on the natural environment and the resolution of social problems are becoming global issues in the environment surrounding food ingredients. Against this background, procurement which ensures sustainability is becoming increasingly important. Having already sold many foods, Seven-Eleven Japan will launch our new *Mirai Deli* series of merchandise made with ingredients which will allow us to reduce our environmental burden and achieve stable production through technological advances. The launch of this series will further accelerate the pace of our efforts to provide environmentally-friendly merchandise in addition to offering safety, security and convenience to our customers. We will now roll out four items which pursue the tastiness that is the most important element in our merchandise development in addition to being environmentally friendly in terms of the ingredients by using plant-based protein and vegetables grown at plant factories. Going forward, we will strengthen the roll out of this series and promote initiatives which will lead to the future.

We set forth four visions – health, community, environment and human resources – based on the theme of “building a joyful future, together” as we celebrate the 50th anniversary of our foundation this year. We will continue to promote initiatives toward realizing a more prosperous and convenient society.

Overview of *Mirai Deli*

Seven-Eleven’s *Mirai Deli* is a series of merchandise made with earth-friendly ingredients which take into consideration the future.

We will roll out merchandise which provide new value that pursue tastiness in addition to being environmentally-friendly and good for the body.



Items Made with Plant-based Protein

This plant-based protein is alternative tuna whose main ingredient is sprouted peas using yellow peas. This alternative tuna also leads to a reduction in CO₂ emissions compared to regular tuna.



Name: *Mirai Deli Onigiri Tuna Mayonnaise*
 Price: 140 yen (151.20 yen including tax)
 Sales area: Nationwide
 Features:

- Uses mayonnaise and tuna made from plant-based protein and regular tuna
- The manufacturing method, which retains the fibrous texture, gives it a tuna-like texture



Name: *Mirai Deli Nuggets 5 pieces*
 Price: 240 yen (259.20 yen including tax)
 Sales area: Nationwide
 Features:

- Nuggets made with plant-based protein and chicken
- We have pursued tastiness while suppressing the bitterness and odor inherent in peas

Items Made with Vegetables Grown at Plant Factories

New plant factories provide an environment not affected by the weather or the seasons. These factories enable safe and stable vegetable cultivation and supply.



Name: *Mirai Deli* Romaine Lettuce Caesar Salad

Price: 350 yen (378 yen including tax)

Sales area: Nationwide (excluding Okinawa)

Features:

- Made with thick romaine lettuce which has little acidity
- We produce the special Caesar salad dressing which brings out the flavor of the romaine lettuce in the factory producing only Seven-Eleven merchandise
- We use wholegrain bread with a feeling of healthiness for the croutons



Name: *Mirai Deli* Spinach and Bacon Salad

Price: 340 yen (367.20 yen including tax)

Sales area: Nationwide (excluding Okinawa)

Features:

- A salad of three types of vegetable: spinach, frilled lettuce and leaf lettuce
- We have paired the grated carrots and onions with a vegetable salad dressing which makes good use of garlic and anchovies