

「Bio c' Bon Joinus」 New Open !

~ The third store in Yokohama area! Directly connected to the station,
you can enjoy shopping daily! ~

Bio c' Bon Japon Co., Ltd. is opening its third new store in Yokohama area on Thursday June 24th. To respond to customer's requests for casual purchase of various organic products, the new store is located in a convenient shopping complex "Joinus", directly connected to the west exit of Yokohama Station. We offer a wide selection of fresh cheese imported from Europe, international sweets and snacks as well which are just fun to look at packaging. Start a day with organic cereals in the morning. Add one organic menu to supper in the evening. We will share such a "life with organic" with our customers.



■ Featured new item 1

《Beloved ever since its release! Directly imported coffee “DESTINATION”》

The organic coffee and tea brand "DESTINATION", very popular in France, has been re-landed by Bio c' Bon direct import.

The concept of DESTINATION is "travel". It is currently difficult for everyone to make a real trip, please enjoy your imaginary trip to your heart's content while drinking coffee made with respect for the harvested land.



1) Abundant variations

A total of 8 items, including 5 coffee powders, 1 coffee beans, and 2 instant coffees, are lined up in the store at a more affordable price. We also have decaffeinated coffees - each of powder and instant, which are easy to drink even for those who are not good at caffeine.

2) Sustainability

The brand maintains consistent and sustainable attitude until their products are delivered to customers.

- DESTINATION values the relationship with producers who adopt sustainable farming methods. The raw beans procured from such farmers of all over the world are carefully transported to France to be roasted by traditional and artisanal techniques.
- The factory uses 100% green electricity and does not dispose of waste in landfills.

▽Merchandise information

● Ground coffee <5 items>

- Organic Espresso Coffee Pure Arabica ground 250g
- Organic Coffee Selection Pure Arabica ground 250g
Net Content: 250 g
Price: 598 JPY / each (646 JPY including tax)
- Organic Coffee from Mexico Pure Arabica Fair For Life ground 250g
- Organic Coffee from Peru Pure Arabica ground 250g
- Organic Decaffeinated Coffee Pure Arabica ground 250g
Net Content: 250g
Price: 798 JPY each (862 JPY including tax)



● Coffee beans <1 item>

- Organic Coffee Selection Pure Arabica beans 250g
Net Content: 250g
Price: 598 JPY (646 JPY including tax)

● Instant coffee <2 items>

- Freeze-dried Instant Coffee Pure Arabica 100g
Net Content: 100g
Price: 798 JPY /each (862 JPY including tax)
- Freeze-dried Decaffeinated Instant Coffee Pure Arabica 100g
Net Content: 100g
Price: 980 JPY /each (1,059 JPY including tax)

※please refer to DESTINATION web site for the brand's fair trade policy.

<https://marque.destination-bio.com/en/fair-trade-destination/>

■ Featured new item 2

《Imported directly from France! Fruit spread - “SAVEURS ATTITUDES”》

"Saveurs Attitudes" is appreciated by Bio c' Bon customers for its spreads sweetened with grape juice instead of sugar. Total of 11 items, including 10 spreads and 1 jam, will be newly added to the lineup.

Various ways to enjoy

There are various ways to eat “Saveurs Attitudes” jams and spreads. Not only applying on bread, you can also mix it with serials or use it as topping for ice cream. Even those who are not good at too sweetened jams would discover delicious spreads that enhance the taste of meat, fish, and cheese. Please come to the store to find your favorite.

■ Recommended

Bulk Products: appreciated in all Bio c' Bon stores

Bulk products are one of popular ones of Bio c' Bon. You can purchase dried fruits, nuts, chocolate, granola, etc. at their desired amount from 20 grams.

We use paper bags for taking away since our inauguration to contribute to the reduction of plastic packaging materials. In addition, customers can purchase by weight. This leads to reduction of food losses as well. We continue to be an organic lifestyle supermarket that can contribute to sustainability together with you.



■ Store overview

[26th store]

Name: "Bio c' Bon Joinus"

Location: Joinus B1F, 1-5-1 Minamisaikai, Nishi-ku, Yokohama-shi, Kanagawa

Opening date: Thursday, June 24, 2021

Business hours: 10:00 to 21:00 (planned)

Sales floor area: 87.3 m²

Parking Lot: Yes (Please use Joinus Parking Lot)

Bicycle parking lot: Yes (Please use the Joinus parking lot)

Eat-in space: None

■ What we aim for

We wish for you to experience the deliciousness of organic products carefully grown and manufactured by our producers. We hope our customers feel the joy of living organic. That is why, with our vision - "Casual prices for daily use", we emphasize dialogues with customers and aim to be a familiar organic store that everyone can enjoy shopping in on a daily-basis. In Japan the word "organic" could be recognized as only for those who are particularly careful about what they eat. People think that organic foods and products seem to be good for their health but difficult to eat or use on a regular basis. We do our best to break free from these misconceptions about organics in Japan.

■ Contact for inquiries

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Web site : <https://www.bio-c-bon.jp/>