



April 19th 2021
Bio c'Bon Japon Co., Ltd.

Bio c'Bon EBISU New Open!

~ Easy access! Our 25th store, at the East exit of Ebisu Station ~

Bio c'Bon Japon Co., Ltd. is opening its 25th store on Friday June 11th at very good location in EBISU: a one-minute walk from the East Exit of JR Ebisu Station. To suit the characteristics of this town and its more sophisticated, adult inhabitants, and to also support our customer's everyday shopping, we offer a variety of organic products such as directly imported cheeses, bio wine (natural wine), and our popular bulk (sale by weight) items. In addition, we are going to install a "Participate-To-Donate" type PET bottle collecting bin to contribute to the construction of a circular economy together with our local customers.

Standing on our long and rich experience as an organic retailer, we aim to be a supermarket where local customers could come visit for their daily shopping in a comfortable environment.



■ Featured corner

《Recommended for home drinks and Father's Day》 Special selection from our buyers!

We have a large selection of organic beer and bio wine. You can enjoy a glass of wine from 280 JPY (308 JPY including tax) * 2. Please feel free to drop by when you are in the neighborhood waiting to meet someone.

* 1: The eat-in corner may be closed or restricted for coronavirus infection prevention.

* 2: Prices vary depending on the wine.

Certified as vegan! Please try this organic beer dressed up in a completely redesigned package that is fashionable and unique!

Co-supervised with Nippon Beer Co., Ltd. (Meguro-ku, Tokyo, CEO Shigeru Uchida), we applied a modern color and original design to the package that cannot be found in conventional canned beer. As the demand for home drinks is increasing, customers tend to

purchase by cases. That is why we innovated the box case design so the design can match with a home's interior. This organic canned beer obtained the 1st vegan certification in Japan.

We hope you enjoy your time with beer at home or outdoors with the perfect photogenic package.

- Product name: Organic beer
- Price: 298 JPY (328 JPY including tax) / 350 ml per bottle



《A varied line-up of qualified natural wines carefully selected by Bio c'Bon professional buyers!》

From daily table wine to high-end, we have a large selection of natural wines recommended by our professional buyers. We have also strengthened our line-up of additive-free wines that exclude sulfites (SO₂*). Please find your favorite wine here at Ebisu. These wines are also recommended as a gift for your loved ones.

* Sulfites (SO₂): anti-oxidant normally added to wines to prevent deterioration.

▼ wine by the glass offered at our eat-in space

□ 3 types of bio wine by the glass (red, white, rosé)

- Base price: 280 yen ~ (308 yen including tax) ~



■ Sustainability

《 Ecology in front of the station! 》 recycle PET bottles and caps

A "Participate-To-Donate" type PET bottle collection bin is already settled in two existing stores and we decided to settle one in our new Ebisu store. This collection bin enables customer's "eco-consciousness" be realized by donation. Before putting your used PET bottles into the bin, you can select your desired cause to donate to* on the touch panel.

We also installed a PET bottle cap collection box that is already settled in each store for the purpose of completing the recycling loop. We are glad that we can contribute to realize the circular economy with customers living near Ebisu.

During Environmental Conservation Month in June, we plan to hold an event where children can enjoy participating in recycling._



*You can select among several causes: the Japan Committee for UNICEF, the Japanese Red Cross Society, and the World Wildlife Fund Japan (WWF Japan). 1 JPY per PET bottle is sent to each organization once a year as donation.

▼ For your information

• First in Japan! PET bottle collection bin where you can choose the organization to donate to. Installed at 2 Bio c'Bon stores (Azabujuban and Musashi Kosugi) - this contributes to the promotion of recycling and to reduce CO₂ emissions

~ <https://prtimes.jp/main/html/rd/p/000002327.000007505.html>

• <2nd Recycling loop onstruction> First in Japan! From PET bottle caps to general garbage bags-Further contribution to reducing CO₂ emissions. <https://prtimes.jp/main/html/rd/p/000002483.000007505.html>

《Opening chance! 》 HAPPY BAG – limited in quantity

For the new opening of the Ebisu store, we are offering a limited number of HAPPY BAG -an assortment of environmentally friendly items.

Bio c'Bon original products (Marché bag, mask case), and 7 items indispensable for daily life are included in the bag to support your sustainable life.

□ Price: 5,000 JPY (5,500 JPY including tax)

* Ends as soon as it runs out



■ Store overview

[25th store]

Name: "Bio c'Bon Ebisu"

Location: Quiz 2nd floor 4-3-1 Ebisu, Shibuya-ku, Tokyo

Opening date: Friday June 11, 2021

Business hours: 9:00 to 22:00 (planned)

Sales floor area: 232.03 m²

Parking: None

Bicycle parking lot: None

Eat-in space: Yes (10 seats)

■ 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/>