

# Bio c'Bon Online Store Opens! ~ Let us deliver "life with organic " all over Japan ~

Bio c'Bon Japon Co., Ltd. is going to start an EC shopping service on Wednesday June 16th called "Bio c'Bon Online Store" so you can purchase organic products on the internet.



Currently Bio c'Bon has 24 stores\* in Tokyo and Kanagawa prefecture. Our mission is "building a society where everyone can use organic products on a daily basis". In response to customer feedback such as "I want to try, but there is no store nearby and I have no opportunity", we have decided to open an online store to meet customer's needs and make them experience the joy of living with organic products.

\* number of stores: as of June 8

<"Bio c'Bon online store" is in Japanese only>

# [Service overview]

• Starting date and time: Wednesday June 16th, 10:00 am

- URL: https ://www.bio-c-bon.jp/
- Available products : Approximately 2,300 items (excluding frozen products, delicatessen side dishes, fresh products, etc.) will be expanded gradually.
- Payment : Credit cards / cash on delivery
- Delivery area: All over Japan \* 1
- Delivery Service : Yamato Transport (Takkyubin)
- Shipping: from purchases of 6,000 JPY (excluding tax) , we apply discount on delivery fee.

Temperature	Purchasing	Delivery fee (tax included)		
zone	price( without tax)	Honshu / Shikoku	Hokkaido	Kyushu/Okinawa
Room	Over 6,000	free	880 JPY	880 JPY
temperature	Less than 6,000	880 JPY	1,760 JPY	1,760 JPY
Refrigerate	Over 6,000	330 JPY	1,430 JPY	1,980 JPY
	Less than 6,000	1,210 jPY	2,310 JPY	2,860 JPY

For details, please refer to the "User's Guide" (will be released on June  $16^{\text{th}}$ ).

\* 1: Depending on the characteristics of the product, some delivery areas may be restricted.

Bio c'Bon keeps trying to fully support each customer's diverse lifestyle by taking advantage of the best of every retail method: real stores and an online store.

#### Recommended products

«Trial Set : Perfect for your first approach to Bio c'Bon!»



We have prepared several "trial sets" for customers who haven't had the opportunity to use Bio c'Bon but kindly think the EC shopping site is a good chance to try it out. We have selected recommended items for each set according to a theme. We picked food items that you can just warm up and eat immediately. We also chose convenient everyday items that you can use right out of the bag. We are sure that this trial set will be met with your satisfaction. Please try it out.

%The photograph is an image.\*The actual set contents may differ.

# <u>©"New Routine set": let's make our everyday table HAPPY!</u> We will deliver this trial set with free shipping.

With this assortment of 12 beloved directly imported items, you can make your breakfast and lunch enjoyable. How about starting "organic life" with us?

 Set contents: spice cake (3 types), pasta (2 types), balsamic vinegar, canned tomatoes (2 types), Vegetable milk 1L (2 types), 250ml (2 types)

 $\Box$  Price : 2,480 JPY (2,679 JPY including tax)

\*ends as soon as the stock runs out.

We also have many other reasonable and lovely assortment sets. For more information, please visit the Bio c'Bon online store.

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We introduce recommended products that can be purchased at the online store and the featured items that can only be purchased at Bio c'Bon.



#### O "Isolabio" organic vegetable milk

A popular organic vegetable milk brand that boasts the top share in Italy. Vegetable milk is called "the third milk" and is getting more attention year by year. We prepared vegtable milks made of simple material in 13 variations. You can enjoy "delicious and healthy" vegetable milks like oat and almond at a reasonable price.

- □ Product name: Organic oat milk 1L
- □ Price: 398 JPY (430 JPY including tax)
- \*we will start selling by the case gradually

# O Chocolate from "Van Vliet"

An organic chocolate brand started in Ehime prefecture by Mr. Van Vliet from Amsterdam and his Japanese wife. Their chocolates are full of their wish to be "good for the body". An amazing thing is that their milk chocolate has acquired JAS organic certification for the first time in Japan. Bio c'Bon is the only shop that you can purchase Van Vliet chocolates except in their own shop in Ehime.

- □ Product name: Organic chocolate tablet (milk) 80g
- □ Price: 550 JPY (594 JPY including tax)



### Organic beer from "Japanese beer"

The can design of this organic beer applies vivid colors and a unique design. We applied the same scheme to its packaging case so that the case fits a room's interior because the need for beer to drink at home is increasing. Please enjoy drinking at home or outdoors with a photogenic package that is perfect for the coming season.

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

# ■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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