

## 「Bio c'Bon MUSASHI-KOYAMA」 New Store Opening!

-Perfect for summer! Please check the new flavors added to our popular sweets using domestic organic ingredients! ~

Bio c'Bon Japon Co., Ltd. is opening a new store in front of MUSASHI-KOYAMA Station on Thursday July 22nd. The MUSASHI-KOYAMA store is well located, just 2 stations from Meguro on the Tokyu Meguro line, and the store is a one-minute walk from the station.

The store features assorted fresh organic vegetables and convenient side dishes, as well as a large selection of foods and ingredients that are difficult to obtain in Japan, such as organic cereals, cookies, and spreads certified in Europe and the United States. Please drop by our store when you are commuting to work or just strolling in this neighborhood's shopping street. We are trying to be a store that everybody can easily drop in at any time and to satisfy our customer's various needs to incorporate organic goods into their daily lives.



### ■ Featured new products

<< Layer cheesecake (lemon): very popular sweet on SNS. A new flavor has appeared! >>

A new lemon flavor is going to be added to the layer cheesecake series produced by the manufacturer "Seed", using as many organic ingredients as possible.

The colorful layers that can be seen through the transparent bottle are so vivid that we can say it's "delicious to the eyes". The refreshing taste of lemon that spreads in your mouth is perfect for the forthcoming season.

After eating, do not throw away the fashionable jar, it is convenient for holding dried fruits or nuts purchased at our bulk corner how much you have left. You can use it as a flower vase by pouring in some water. You can use it in various ways depending on your ideas.

□ Price: 480 JPY (519 JPY including tax)  
\*on sale at all Bio c'Bon stores from June 24th.



## 《Opening Chance! 》 HAPPY BAG – limited in quantity

For the new opening of the MUSASHI-KOYAMA store, we are offering a limited number of HAPPY BAG, an assortment of popular items in Bio c'Bon.

HAPPY BAG contains 14 items in total including the organic vegetable milk "Isolabio" that appears often on SNS, also directly imported balsamic vinegar, and balsamic cream, etc. All items are suitable to enjoy your "Stay- Home Time". Please check!



- Price : 3,000 JPY (3,240 including tax)  
\* Ends as soon as it runs out

### ■ Our initiative for sustainability

#### ◎ Install a PET bottle cap collection box to promote recycling!

At our MUSASHI-KOYAMA store, we are installing a "PET bottle cap collection bin", currently installed in 11 stores. It's our contribution to establishing a circular economy that we aim to realize together with our customers. We hope to share the same with the whole community around our stores.

- ▶ Reference: <2nd recycling loop construction> 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> (sorry Japanese only)

### ■ Store Overview

[27th store]

Name: "Bio c'Bon MUSASHI-KOYAMA"

Location: 1st floor City Tower Musashi-Koyama, koyama 3-14-1, Shinagawa-ku, Tokyo

Opening date: Thursday July 22nd 2021

Business hours: 9:00 – 22:00

Sales floor area: 145.12 m<sup>2</sup>

Parking Lot: None

Bicycle parking lot: None

Eat-in space: None

Coffee Machine: Yes

### ■ 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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