

Kakuyasu Group’s Sustainability Initiatives
Kakuyasu launches a new private brand item
K-price Oishii Tennensui Label-less Bottle

Kakuyasu Co., Ltd. (headquartered in Kita-ku, Tokyo; Junichi Sato, Representative Director and President; hereinafter the “Company”), which primarily sells and delivers liquor in the Tokyo metropolitan area, launched Oishii Tennensui (natural water) Label-less Bottle 2L on Monday, November 27. Oishii Tennensui 2L is a major item of K-price, a private brand of the Company. The launch of the label-less bottle constitutes an environmentally friendly initiative and is intended to increase customer convenience.



Due to the increasing awareness of environmental issues, the market for label-less bottled beverages has been expanding and gaining attention in recent years. The Kakuyasu Group is also expanding its product range to include eco-friendly plastic bottled beverages as part of its sustainability initiatives.

K-price Oishii Tennensui gained top-level popularity among beverage products when it was launched in 2012 and has been well received by a wide range of customers. Label-less products reduce waste plastic and the environmental impact. Consumers no longer need to remove labels and can save time and effort when sorting waste. The Company estimates that the new product will reduce plastic usage by 2.5 tons and CO2 emissions by 7.5 tons annually.

The Group aspires to help create a sustainable society and environment by contributing to a decarbonized society and resolving plastic waste issues.

[Product Summary]

Product name	K-price Oishii Tennensui Label-less Bottle 2L (6 bottles per carton)
Launch date	Monday, November 27, 2023
Sales price	750 yen (excluding tax) (Note) This product is available only for purchase in boxes that contain six bottles.
Sales channel	Kakuyasu stores, Kakuyasu online store, etc.

- ※ The content is the same as that of K-price Oishii Tennensui.
- ※ The Company will continue to sell K-price Oishii Tennensui Labelled Bottle 2L.