

Powering up the "Kakuyasu: Not only liquor!" campaign with enhanced product power and delivery power. Same-day delivery of refrigerated items such as dairy products will start on Thursday, April 11.

- Kakuyasu will offer same-day delivery within a one-hour time frame, starting from just a single bottle of milk or yogurt.
- The service will also contribute to the creation of a recycling-oriented society through the collection of returnable milk bottles.
- Delivery of refrigerated goods will enable Kakuyasu to cover a third temperature range, in addition to its existing room temperature and frozen food delivery services.

Kakuyasu Co., Ltd. (headquartered in Kita-ku, Tokyo; Junichi Sato, Representative Director and President; hereinafter "Kakuyasu" / the "Company"), which primarily sells and delivers liquor and goods mainly in the Tokyo metropolitan area, has responded to the voices of customers by launching a **same-day delivery service for refrigerated items** in some areas through its online shopping website, Kakuyasu Net Shopping, and at its *Anything Liquor Stores* from Thursday, April 11.

- **Same-day delivery of refrigerated items will now be possible, in addition to room temperature and frozen foods, overcoming issues in temperature and best-before date management.**

Kakuyasu launched the "Kakuyasu: Not only liquor!" campaign in 2023, to aim at becoming a key part of social distribution infrastructure that can respond to any customers' requests, and enabling customers to enjoy the highest levels of convenience, strengthening product power in categories other than the alcoholic beverages that it has sold traditionally. In addition to food items including rice, daily necessities, and pet supplies, Kakuyasu also offers same-day delivery of frozen foods - perfect as side dishes to accompany a main meal - in almost all areas of the Tokyo metropolitan area, thereby greatly enhancing customer convenience.

Fifteen (15) stores in the Tokyo metropolitan area including the Oji store and the Hiroo store will begin selling and offering same-day delivery for thirteen (13) dairy products such as milk and yogurt. This will mean that Kakuyasu is now able to offer delivery of refrigerated items, in addition to the room temperature and frozen foods it already delivers. Kakuyasu has been receiving requests from customers for the delivery of dairy products such as milk for some time, but until recently temperature control and best-before date management of refrigerated products had been an issue. By utilizing the bases of Meiwa Bussan Co., Ltd. (headquartered in Nerima-ku, Tokyo; Daisuke Yamaguchi, President; hereinafter "Meiwa Bussan"), an affiliate company of Kakuyasu providing regular delivery services for dairy products and other goods in some parts of the Tokyo metropolitan area, Kakuyasu has now overcome the challenges of temperature control and best-before date management, making the new same-day delivery service possible. Ordered products will be delivered from a single item (one bottle) at a specified hour, free of charge. Going forward, Kakuyasu will further evolve its services and expand its lineup from daily necessities and frozen foods to well-loved dairy products consumed in daily life from this time, aligning itself more closely with the lifestyles of its customers.

Kakuyasu will also collect empty returnable milk bottles used in delivered dairy products, both at stores and at the time of delivery, contributing to the creation of an environmentally friendly recycling-oriented society.

Now that Kakuyasu is able to offer same-day delivery of products across three temperature ranges, it will continue to respond to customer requests and offer new merchandise to support the lives of customers as a key part of social distribution infrastructure.



■ **Details of same-day delivery service for refrigerated items**

Refrigerated items can now be ordered from a single item (one bottle) in some areas, with free shipping and same-day delivery within a one-hour time frame.

Going forward, we plan to gradually expand the delivery area and range of products offered.

- Products handled (As of April 10, 2024)

Eleven (11) refrigerated items: Meiji Milk, Meiji Pasteurized Mil, Meiji Probio Yogurt R-1, Meiji Probio Yogurt LG21, Meiji Bulgaria Yogurt LB81Plane etc.

Two (2) Other items: SAVAS MILK PROTEIN skimmed milk flavor, SAVAS MILK PROTEIN skimmed milk cocoa flavor.

- Store list (As of April 10, 2024)

Oji Store, Shinkoiwa Store, Ichinoe Store, Minami-Kasai Store, Kameido Store, Shinonome Store, Minami-Suna Store, Shirakawa Store, Tomioka-nichome Store, Kita-Suna Store, Shinkawa Store, Tsukiji Store, Hiroo Store, and Shirokane Store

*Deliveries will be in a refrigerated bag with dedicated cold storage materials for transporting refrigerated items.

■ **Kakuyasu: Not only liquor! In-house delivery services“Kakuyasu Delivery”**

Kakuyasu aspires to be considered the most convenient liquor store by its customers, and offers same-day in-house delivery services from around 200 locations in Tokyo, Kanagawa, Saitama, Osaka, Fukuoka, and Nagasaki, seven days a week.

Delivery services include not only alcoholic beverages, but also frozen foods that are perfect for side dishes, heavier foods such as rice, and daily necessities, in addition to the refrigerated items such as dairy products announced on this occasion*.

In recent years, orders for "not only liquor" have been well received, and the percentage sales composition has increased year on year in comparison with FY2021.

■ **Features of “Kakuyasu Delivery”**

1. Same-day delivery any time! Choose your preferred delivery time in one hour time slots.
2. Order for delivery anywhere: from your home to the office, outdoors, or anywhere within the delivery area!
3. Order any quantity: free delivery from a single bottle to large orders for dinner parties!