


<Reference information>



○Product information

1) Available in Apita/Piago/Circle K/Sunkus/FamilyMart

Series	Calorie Light Series	
Date on sale	Area A stores of Apita/Piago/Circle K/Sunkus/FamilyMart Tuesday, July 5	Area A stores of Apita/Piago/Circle K/Sunkus/FamilyMart Tuesday, July 5
	Area B stores of Circle K/Sunkus/FamilyMart Tuesday, July 12	Area B stores of Circle K/Sunkus/FamilyMart Tuesday, July 12
Product name	Eat more and consume fewer calories with Tokachi tsubuanpan Your Mom	Cream-filled roll, rich in custard and low in calories Your Mom
Image		
Characteristics	Light, fluffy dough is baked into low-calorie Tokachi tsubuan rolls.	Light, fluffy dough is baked into low-calorie custard cream rolls.
Selling price	115 yen (including tax)	115 yen (including tax)

Series	Colorful Vegetable Series	
Date on sale	Area A stores of Apita/Piago/Circle K/Sunkus/FamilyMart Tuesday, July 5	Area A stores of Apita/Piago/Circle K/Sunkus/FamilyMart Tuesday, July 19
	Area B stores of Circle K/Sunkus/FamilyMart Tuesday, July 5	Area B stores of Circle K/Sunkus/FamilyMart Tuesday, July 26
Product name	Time to eat some vegetables? This soft omelet contains Japanese carrots Your Mom	Soft omelet with tomato and honey: these vegetables are not like vegetables Your Mom
Image		
Characteristics	Soft omelet containing Japanese carrots and refreshing whipped cream.	Soft omelet containing Japanese tomato and honey-flavored whipped cream.
Selling price	140 yen (including tax)	140 yen (including tax)

2) Apita/Piago

Series	Calorie Light Series	
Date on sale	Tuesday, July 5	Tuesday, July 5
Product name	Calorie Light Croissant 2 pieces	Calorie Light Ogura Sandwich Roll
Image		
Characteristics	These croissants are rich in flavor and low in calories.	A sandwich of low-calorie tsubuan and low-calorie margarine cream spread.
Selling price	118 yen (including tax)	100 yen (including tax)

○The above products will be available in the following areas (number of stores as of the end of May 2011)

Stores	Areas	Date on sale	Number of relevant stores in the area
Apita/Piago	All stores selling foods	2011.7.5	216
Circle K/Sunkus	Area A : Gunma, Tochigi, Ibaraki, Chiba, Saitama, Tokyo, Kanagawa, Shizuoka, Nagano, Niigata	2011.7.5	2,049
	Area B : Fukui, Toyama, Ishikawa, Gifu, Aichi, Mie, Shiga, Kyoto, Hyogo, Osaka, Nara, Wakayama, Okayama, Hiroshima, Kagawa, Tokushima, Ehime, Kochi	2011.7.12	3,361
FamilyMart	Area A : Gunma, Tochigi, Ibaraki, Chiba, Saitama, Tokyo, Kanagawa, Shizuoka, Yamanashi, Nakano, Niigata	2011.7.5	3,591
	Area B : Fukui, Toyama, Ishikawa, Gifu, Aichi, Mie, Shiga, Kyoto, Hyogo, Osaka, Nara, Wakayama, Tottori, Shimane, Okayama, Hiroshima, Yamaguchi, Kagawa, Tokushima.	2011.7.12	2,891

\* Some items will go on sale on different dates from those stated above.