

# Introduction of Pokka Sapporo Food & Beverage Ltd.

2024

# Our Group is...

Company Name	Sapporo Holdings Limited	Share capital	¥53,886 million
Foundation	Sep, 1949	Revenues	¥ 478.4 billion
No. of Employee	13,832 people	Profits	¥ 5.4 billion

(All above data as of Dec, 2022 )

## ■ Footprints of Sapporo Group



### Fostering beer culture in Japan

In 1899, we opened the Yebisu Beer Hall in present day Ginza in Tokyo.

### Yebisu becomes the name of a community

In 1901, Ebisu Railway station was opened specifically for the shipment of Yebisu Beer .



### Sapporo Black Label named by customers

In 1977, we released Sapporo Bin-Nama. The beer became known as “Black Label” and was adopted as the official brand name.

### GREEN TEA developed based on customer preferences

In 1998, we released Jasmine Green Tea.

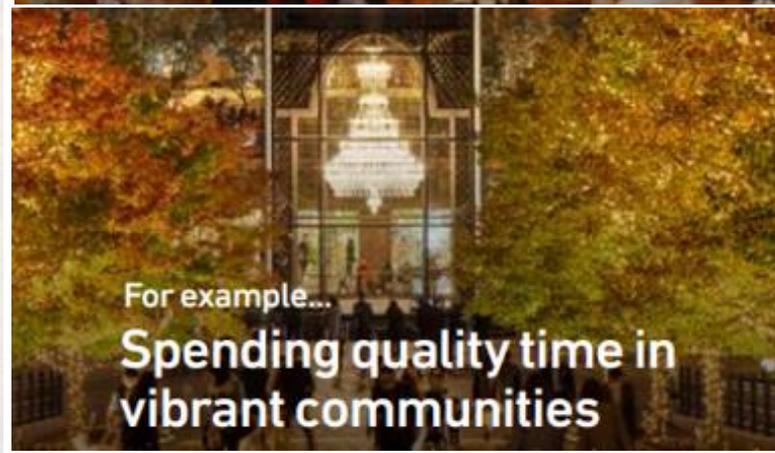
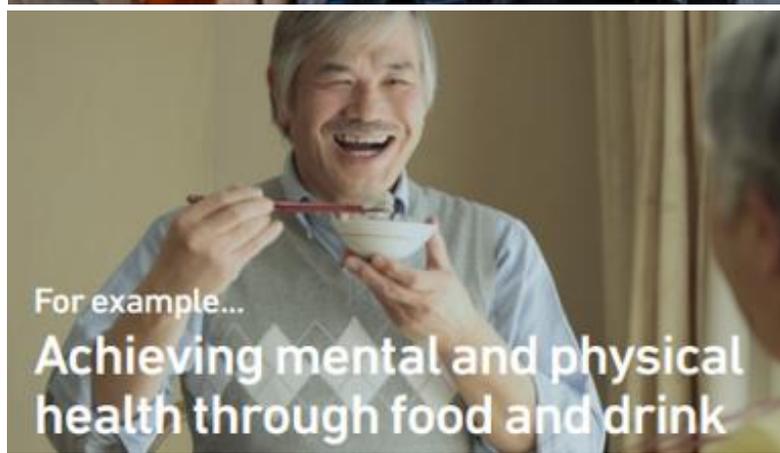


# Segments of SAPPORO Group Business

## Management Philosophy of Sapporo Group

As an intrinsic part of people's lives, Sapporo will contribute to the evolution of creative, enriching and rewarding lifestyles.

**“Our core business in 3 Segments: Alcoholic Beverages, Food & Soft Drinks, Real Estate”**



# Our Company is... in Food & Soft Drinks segment

<b>Company Name</b>	<b>POKKA SAPPORO FOOD &amp; BEVERAGE LTD.</b> <b>(100% subsidiary company of Sapporo Holdings Ltd.)</b>
<b>Foundation</b>	<b>March 30, 2012</b>
<b>Head Office</b>	<b>3-27-1, Sakae, Naka-ku, Nagoya, Aichi, 460-0008 Japan</b> <b>(Tokyo Head Office) 4-20-1 Ebisu, Shibuya-ku, Tokyo</b>
<b>Share capital</b>	<b>¥ 5,431 million</b>
<b>Revenue</b>	<b>¥ 122.9 billion(Dec, 2022) (consolidated)</b>
<b>No. of Employees</b>	<b>959people (As of December 31, 2022)</b>
<b>Business units</b>	<ul style="list-style-type: none"><li>• <b>Brand : Pokka Sapporo</b></li><li>• <b>Activities :</b> <b>To manufacturing and distribution in Japan and overseas</b> <b>1. Lemons, 2. Soups, 3. Non-alcoholic beverages</b></li></ul>

## Mission

“Through facing customer and society,  
to generate the foods of the future for our daily needs.”

## To be

**Delivering “more than tasty” from not only Lemon and plant- base materials, to be “a close partner with your daily needs”.**

Giving attractive surprise from entire natural materials or combinates

Connecting with people and society through our foods

Giving a joyful time with vitality through our foods

Through such foods experience, we want to be a supporter to make you smile every day .

## Promise

- 1 . Get thoroughly close to customer!**
- 2 . With anticipation, try out speedy against challenges!**
- 3 . Make it happen by teamwork for our breakthrough !**

# POKKA SAPPORO History



<b>Feb, 1957</b>	Established Nikka Lemon Co., Ltd
<b>Apr, 1966</b>	Changed name to Pokka Lemon Co., Ltd.
<b>Jan, 1977</b>	Established Pokka Corporation (Singapore) Pte Ltd.
<b>Mar, 1982</b>	Changed name to Pokka Corporation.
<b>Mar, 2011</b>	Became subsidiary of Sapporo Holdings Ltd.

<b>Jan, 1957</b>	Japan Beer Brewery Ltd. established Kokusai Beverage Co., Ltd.
<b>Apr, 1973</b>	Changed corporate name to Tokyo Ribbon Beverage Co., Ltd.
<b>Jun, 1985</b>	Changed corporate name to Sapporo Beer's Beverage Co., Ltd.
<b>Jan, 2004</b>	Changed corporate name to Sapporo Beverage Company.

Integrated Company

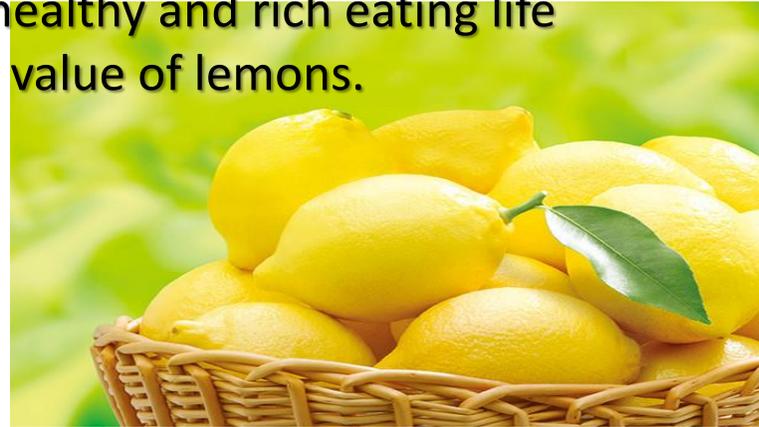


**Jan 2013**

**Pokka Sapporo Food & Beverage Ltd.**

## Lemon

Contributing to a healthy and rich eating life by maximizing the value of lemons.



## Soup

Creating to diversifying dietary needs.



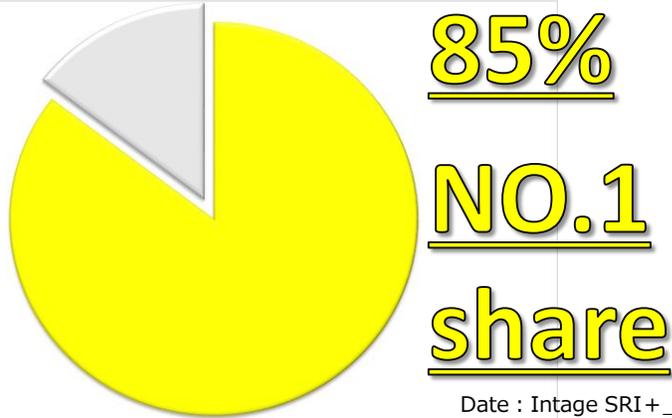
## Beverage

Developing products unique to Pokka Sapporo That inspire excitement and surprise



# Lemon ▶ POKKA Lemon, CHELATE Lemon

## Lemon Juice for Cooking Market Share in Japan



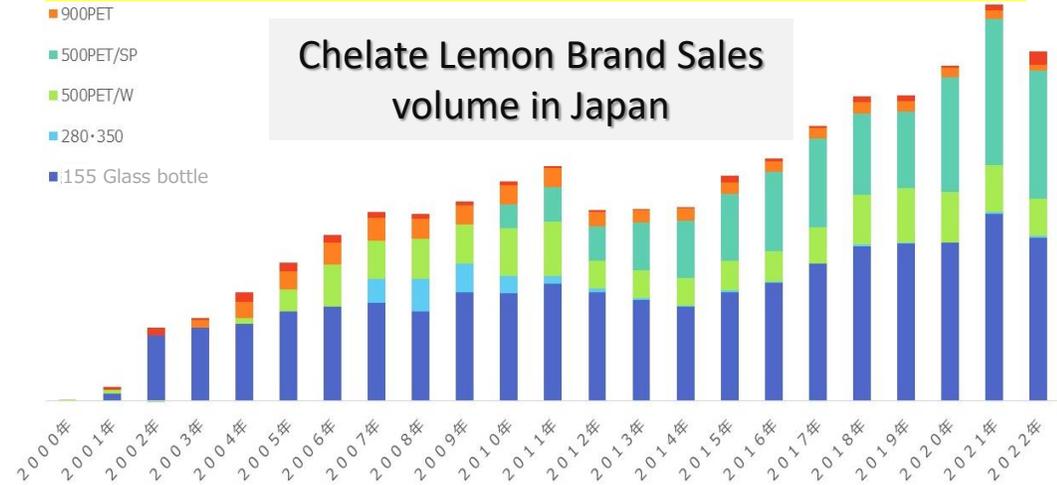
Date : Intage SRI+ \_Sale compose ratio of Lemon In 2022

Supporting people's daily health  
Enhancing people's daily life  
Contributing to local society



65th since 1957

## Establishing a firm position of health functional lemon drink.



Core Brand



Refreshment



Functional and beauty



Health





# “Chelate Lemon” Brand Concept

## Key Visual for Chelate Lemon Product



## Brand Concept

天然レモンを体感することで、  
カラダとココロの中から人々を「キレイ」と「元気」にする

Through experiencing natural lemon juice, it supports mentally and physically being “beautiful” and “revitalizing”

## Brand Tag-line

*Lemon Cleansing*

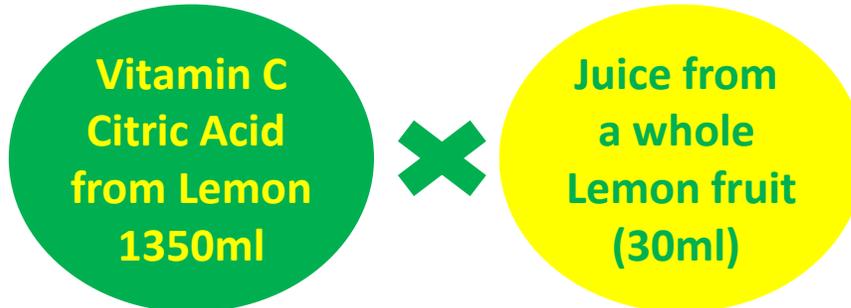
“すっぱさで、洗い流そう”

( Refresh a mind by sourness of natural Lemon ! )

## Brand logo



## Definitive features of the Product



## Brand Promise



# Brand Architecture for Chelate Lemon



キレートレモン

Natural lemon juice drinking with positive quick mood changer



Lemon functional carbonates for easing fatigues and facial swelling



Lemon functional carbonates with collagen and Hyaluronic acid for beauty to all gender



Lemon carbonates for daily refreshment



Hydration with lemon juice



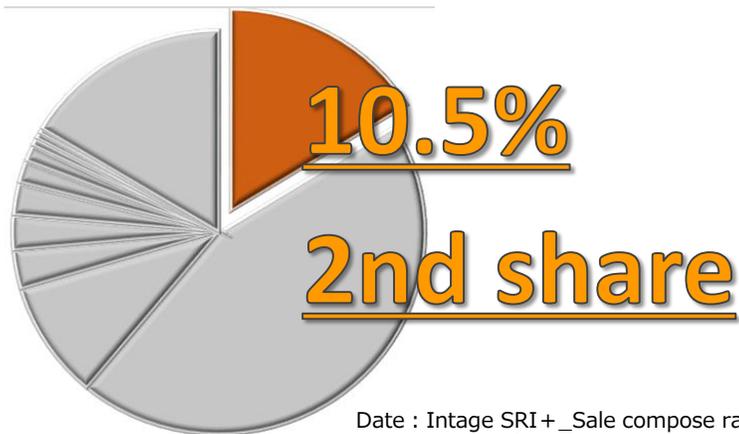
Lemon function supporting with Calcium intake



Easing fatigues with lemon jelly for small snacking

Brand mission aim to support all of active gender whenever on duty or private to make it physically and mentally more positive.

## Soup Market Share in Japan



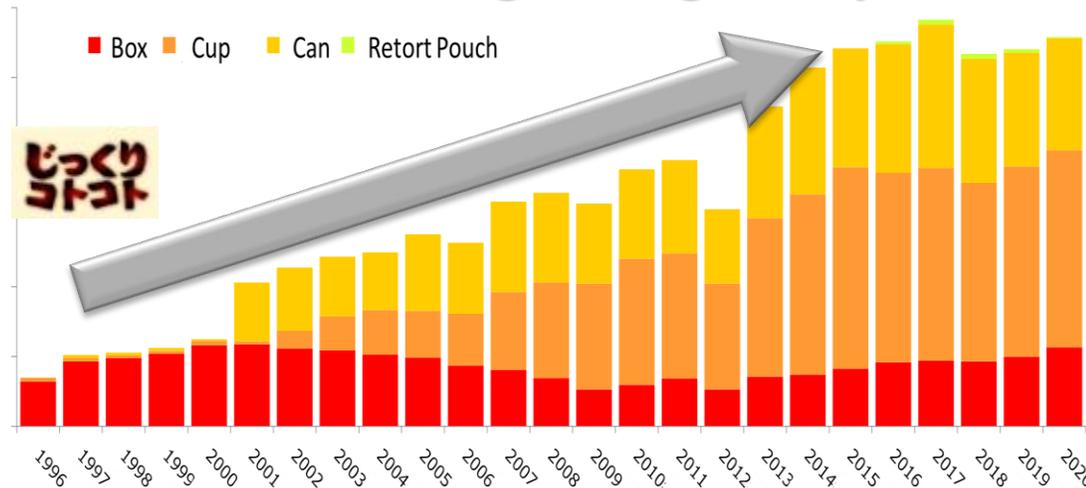
Date : Intage SRI+ \_Sale compose ratio of soup  
Mar.2022 to Feb.2023

## “JIKKURI KOTOKOTO” Brand since 1996

- Western style
- Rich taste
- The original flavor of ingredients



## Responding to diversified needs. Brands are growing stably



Lunch at office



When going out in winter  
When time is running out



Dinner at home



# Beverage ▶ POKKA coffee, Tochi & Craft tea, Pulpy fruits

50<sup>th</sup> since 1972



World's first hot and cold vending machine



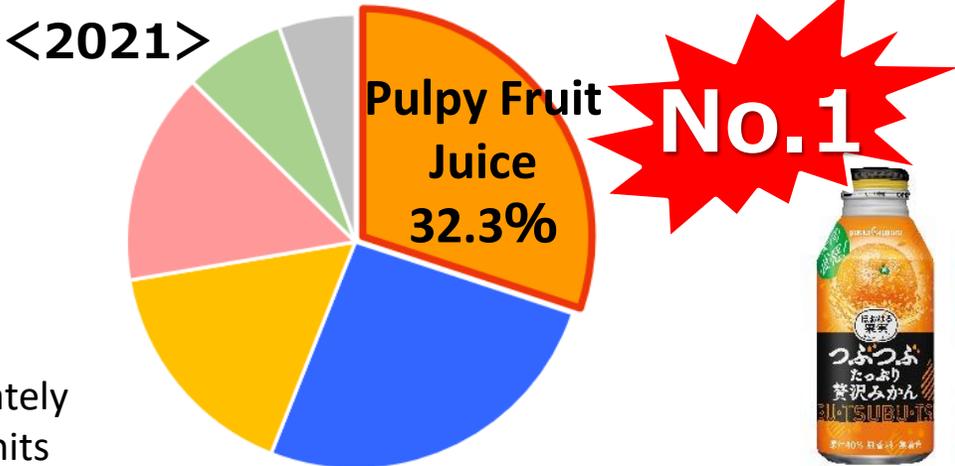
Approximately 60,000 units

Using unique materials locally from Japan.



土地のおいしい文化をもっと。

Pulpy Fruit Juice touched the No. 1 market share in Japan since 2017



飲料  
BEVERAGE

# Our factories are...

## Nagoya Factory (FSSC22000 certified)



### Certification



## Gunma Factory (FSSC22000 certified)



### Line for Mini Bottle of Lemon



### Line for Soup



### Line for Soup



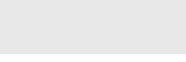
### Line for RTD



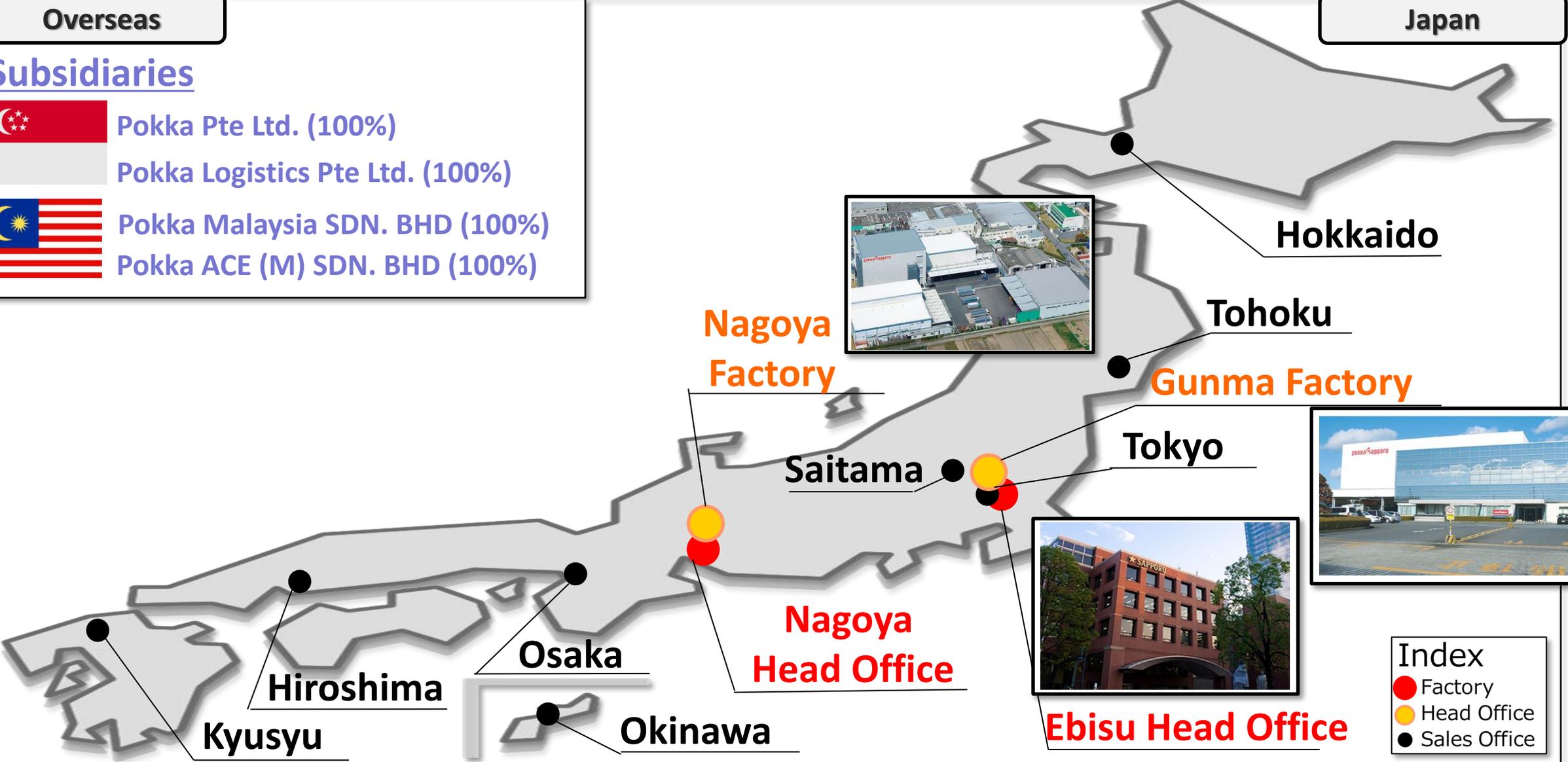
# Our Locations are... in Japan & Overseas

**Overseas**

Subsidiaries

-  Pokka Pte Ltd. (100%)
-  Pokka Logistics Pte Ltd. (100%)
-  Pokka Malaysia SDN. BHD (100%)
-  Pokka ACE (M) SDN. BHD (100%)

**Japan**



**Index**

-  Factory
-  Head Office
-  Sales Office