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pokka Sapporo

COMPANY PROFILE

POKKA SAPPORO Food & Beverage Ltd.



CORPORATE PHILOSOPHY

Our mission

“Create the future food standard by facing up to people and society”

Our vision

Focusing on plant-based ingredients such as lemons, we will deliver “value beyond deliciousness” and become “a partner who can be close in your daily life”.

The attractiveness of whole ingredients and surprise at their combination

Connect with the local community through food

Happy times to enjoy food with vitality

Through these food experiences, we hope to be a presence that helps people smile and gives them energy every day.

Our promises

1. Be thoroughly customer-focused!
2. Keep taking on challenges with speed and foresight!
3. Let’s realize “hirameki!” (inspiration) with our colleagues!



MESSAGE FROM THE PRESIDENT

Pokka Sapporo Food & Beverage was formed in 2013 through the merger of Pokka Corporation and Sapporo Beverage. Based on the backgrounds and strengths of both companies, we have promoted our business with the aim of being a company that continues to deliver new “deliciousness” to our customers through innovative ideas and inspiration.

During this time, society and people’s lifestyles have changed dramatically, and awareness of sustainability has increased and values have changed significantly due to the impact of COVID-19. In order to continue to be a company that is needed by society and continue to deliver value to our customers, we revised our philosophy in 2022.

“Create the future food standard by facing up to people and society”

The products and services that we have created and are now taken for granted were all things that did not exist in the world at the time and could provide new value.

“Our mission” is to continue to face up to people and society, quickly identify new value, give shape to it, and continue to deliver it to create the future food standard.

“Be thoroughly customer-focused!”

“Keep taking on challenges with speed and foresight!”

“Let’s realize “hirameki!” (inspiration) with our colleagues!”

Each and every employee must carry out these three promises in their daily activities, improve their own abilities, and “connect” people through products and experiences.

We will keep these promises to our customers in mind, and all employees of the Pokka Sapporo Group will work together.

We sincerely appreciate your continued support.



POKKA SAPPORO FOOD & BEVERAGE LTD.
President and CEO

Hiroshi Tokimatsu

LEMON



Contributing to the Well-being of Our Customers by Maximizing the Value of Lemon

Since our launch of Pokka Lemon in 1957, we have engaged in product development appropriate to the changing times, by promoting new uses for lemons and introducing variations in beverage container sizes, and we have continued to enjoy the support of our many customers for many years. In 2001, we launched Chelate Lemon, a beverage containing fruit juice equivalent to that of one lemon* and which allows customers to experience the value of lemons. Our launch of this product has created new products and product demands. Through these products and others, we will contribute to the well-being of our customers by expanding the overall demand for lemons by sharing information on the health benefits of lemons and proposing how and where lemons can be used.

* Contains fruit juice of one lemon, where the amount of fruit juice per lemon is approximately 30 ml.

Our Close Relationship with Lemons

Over many years, we have conducted research on the value of lemons, such as on their health benefits and culinary functions. In 2024, based on the results of clinical research trials, Pokka Lemon 100 became a food product labeled as “Reduces high blood pressure (systolic blood pressure)”.

Going forward, we will continue to have a close relationship with lemons in order to bring the value of lemons to even more customers.



Sustainability activities

Supporting sustainable domestic lemon together with local communities



Planting lemon trees on abandoned land to pass down fertile land and lemons to future generations

In order for us to ascertain the current status of lemon cultivation at production centers, for the purpose of the revitalization of Japanese lemons, we started cultivating lemons in Osakikamijima-cho, Hiroshima Prefecture in 2019. We confront the issues involved in the primary industry and engage in the cultivation of lemons at our own farm.

Contributing to the health of local communities through the power of ingredients



Dietary education about lemons

In order for as many people as possible to experience the deliciousness and health benefits of lemons, we tackle education activities through lemons, by hosting extracurricular classes and events about lemons at elementary schools.

BEVERAGE

Developing Products Unique to Pokka Sapporo that Inspire Excitement and Surprise



At Pokka Sapporo, we utilize ideas and ingredients to develop unique, unprecedented products, and work hard to generate new demand in the beverage market. We provide our customers with the excitement of delicious taste while cherishing the nature of Pokka Sapporo, through products such as Kagabo Roasted Tea, made using domestic ingredients, as well as our long-selling brand, Pokka Coffee.

SOUP

Catering to Diversifying Dietary Needs



We first launched canned soup in 1980, and in 1981 we made a full-scale entry into the soup market with powdered instant soup. Since then, we have generated unique ideas and original flavors, to increase the number of Western-style soup variations and became the first company to add corn kernels to our soup. Moreover, we have sold a variety of soup products while conducting research into granulation technologies* and unique ingredients. With our main brand of Jikkuri Kotokoto, which is a rich and filling soup that makes the most of the natural flavors of its ingredients, we are providing products that meet the needs of diversifying dietary and customer needs.

* This is a process for creating soup in which the powder dissolves smoothly when hot water is poured on it. The process involves creating gaps of air in the powder so that lumping does not occur, and then binding the grains together to create granules.

Sustainability -Creating a Sustainable Society-

At Pokka Sapporo, we aim to achieve a sustainable society and sustainable business growth at the same time. With our policy of “a delicious relationship between humans and plants”, we achieve these goals through H+ESG management. (“H” means “Health”, plus “ESG”, which refers to “Environment”, “Social”, and “Governance”.)

H+ESG

Health

Contributing to the smiles and liveliness of people through daily dietary habits



We develop dietary education activities through our business to contribute to the daily liveliness and health of our customers. We also tackle health management for improving the health of our employees, with the aim to continue to receive the “KENKO Investment for Health WHITE 500” certification.

Environment

Initiatives aimed at preserving the environment



In order to achieve a decarbonized society, we will focus efforts on reducing CO₂ emissions while expanding various activities, such as for creating containers for a recycling-based society, conducting activities for environmental conservations, and working to reduce waste materials and food loss.

Social

Contributing to solving issues of local societies



We are working to strengthen our relationships with local societies through various activities. For example, we confront the problems of local societies and engage in regional revitalization activities (such as revitalization of Japanese lemons) through our business activities, as well as social contribution activities (such as donations to local governments).

Governance

Corporate system for achieving stable trust

Product Quality Initiatives

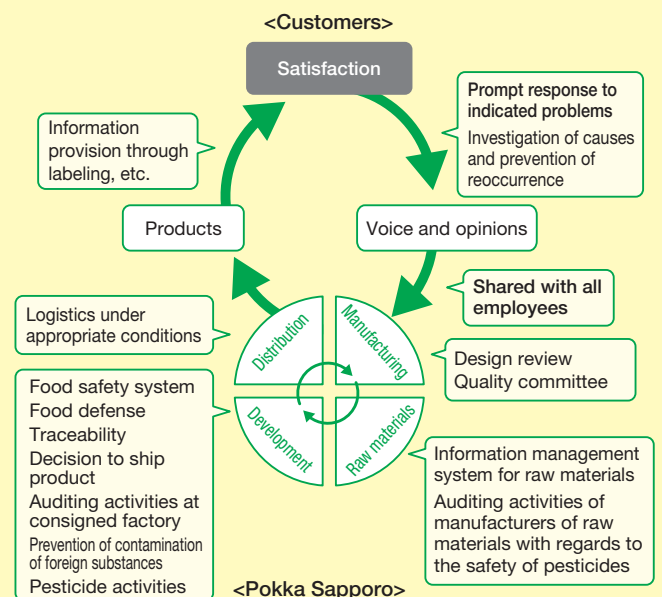
In order to provide our customers with products and services that they can trust and which meet their needs, we have constructed a system for assessing and eliminating risks in the process of raw materials, product development, production, and distribution. Also, a fundamental approach for us is to sincerely listen to the voices and opinions of our customers and share them throughout the company so as to improve the quality of our products and services.

— Quality Policies —

We promise to provide our customers with products and services that they can trust and which meet their needs.

We cherish our dialogs with customers.
We give customers peace of mind through our knowledge and technologies.
We continue to create the quality of tomorrow.

— Customer satisfaction PDCA cycle —



At Pokka Sapporo, we continue making efforts to improve quality and to provide more customers with products that meet their needs.

Corporate History

1909	Launched the CITRON (later renamed to “Ribbon CITRON”) soft drink from Dai Nippon Beer Company Ltd.,*.	
1957	<Founding of former Sapporo Beverage Company> Nippon Breweries, Ltd.* established Kokusai Inryo Co., Ltd.	
1957	<Founding of former Pokka Corporation> Established Nikka Lemon Co., Ltd. Launched bottled lemon (later renamed POKKA Lemon)	
1963	Constructed and started operation of Nagoya Factory.	
1972	Launched Pokka 100 Lemon 100% lemon fruit juice.	
1972	Launched Pokka coffee.	
1973	Started sales through our Hot or Cold Vending Machines.	
1977	Established Pokka Corporation (Singapore) Pte. Ltd.	
1980	Started sales of canned soups and entered the soup business.	
1982	Launched Ribbon summer orange tsubutsubu, the first of our soft drinks to be sold in plastic bottles.	
1991	Constructed and started operation of Gunma Factory.	
1995	Launched Gabunomi milk coffee.	
1996	Launched Jikkuri Kotokoto soup.	
2001	Launched Chelate Lemon.	
2002	From the Jikkuri Kotokoto brand, launched cup soup containing lightly toasted bread.	
2012	Entered into a “Comprehensive Agreement” with Kitanagoya-shi, Aichi Prefecture.	
2012	Entered into a “Comprehensive Agreement Concerning Coordination and Cooperation” with Iwata-shi, Shizuoka Prefecture.	
2013	Started business as Pokka Sapporo Food & Beverage Ltd.	
2013	Entered into a “Partnership Agreement” with Hiroshima Prefecture.	
2013	Entered into a “Cooperative Town-building Partnership Agreement” with Toyota-shi, Aichi Prefecture.	
2014	Started operation of new lemon plant, the Nagoya Factory Third Factory.	
2015	Launched Kagabo Roasted Tea.	
2015	Purchased trade rights to soymilk beverages and soymilk yoghurt from Toraku Foods Co., Ltd., and entered the soymilk business.	
2016	Started a business alliance with Hiroshima Yutaka Agricultural Cooperative Association, and entered into “Comprehensive Agreement” with Osakikamijima-cho.	
2017	Entered into a “Collaborative and Cooperative Agreement” with Kure-shi, Hiroshima Prefecture.	
2019	Constructed and started operation of Sendai Factory.	
2019	Started cultivation of lemons in Osakikamijima-cho with the aim to revitalize lemon production in Japan.	
2021	Started business cooperation between Yakult Honsha Co., Ltd. in domestic business activities.	
2024	Entered into an “Agreement Concerning Coordination and Cooperation” with Iwata-shi, Shizuoka Prefecture and Enshu Central Agricultural Cooperative Association.	
2024	Transferred plant-based yogurt business to Yakult Honsha Co., Ltd.	

* Company names at the time; thereafter, changed to “Sapporo Holdings Ltd.” and “Sapporo Breweries Ltd.”, respectively.

[Supplementary explanation]

The above information regarding the launching of products refers to the years in which the primary products of the respective brands started, and the names listed above are the names of the products as shown on the product packaging at their initial launch.

Corporate Profile

Company Name	POKKA SAPPORO FOOD & BEVERAGE LTD.
Date of Establishment	March 30, 2012
Head Office	3-27-1 Sakae, Naka-ku, Nagoya, Aichi, Japan, 460-0008 (Tokyo Office) 4-20-1 Ebisu, Shibuya-ku, Tokyo, Japan, 150-0013
Capital	¥5,431 million
Scope of Business	Manufacturing and sales of soft drinks and food products
Shareholder Composition	Sapporo Holdings Ltd. 100%

GROUP

Company Name	Scope of Business
OKINAWA POKKA CORPORATION CO., LTD.	Sales of soft drinks and food products
POKKA SAPPORO HOKKAIDO LTD.	Sales of soft drinks and food products
IWATA POKKA FOODS CO. LTD.	Manufacturing of food products
PS BEVERAGE LTD.	Operation and management of vending machines
OKINAWA SUN POKKA CO., LTD.	Operation and management of vending machines
STAR BEVERAGE SERVICE CO., LTD.	Operation and management of vending machines
YASUMA CO., LTD.	Import, processing, manufacturing, and sales of spices, herbs, and dried vegetables
POKKA PTE. LTD.	(Singapore) Manufacturing and sales of soft drinks
POKKA (MALAYSIA) SDN. BHD.	(Malaysia) Consigned production of soft drinks
POKKA ACE (M) SDN. BHD.	(Malaysia) Consigned production of soft drinks

