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First Pocky store for tourists opens in Narita Airport, Japan, brings first class Pocky experience to the world

Osaka, Japan (July 30, 2018) Ezaki Glico Co., Ltd (“Ezaki Glico”) has opened their global brand Pocky’s very first specialty store “Pocky PREMIÈRE CLASS” in Narita International Airport on 31 July 2018. The store features the brand’s newest and Narita International Airport-exclusive premium product with the same name, targeted mainly at inbound tourists.

■ Situated at the *genkan* of Japan

Pocky PREMIÈRE CLASS is featured as a permanent store in the new FaSoLa STARS TAX FREE, which has opened in place of the duty free shopping area of Narita International Airport Terminal 1 (3rd floor, after immigration) on 31 July 2018.

Prided as the most widely used airport by inbound tourists, Narita International Airport is seen by many as the equivalent of the *genkan*, an entryway area found in Japanese homes. Pocky is currently sold in about 30 countries and regions across North America and Asia, with its tagline ‘Share Happiness!’. With its strategic location and the foreseeable increase in inbound tourism, Pocky PREMIÈRE CLASS aims to reach out to a new demographic - visitors who are looking for their last Japanese souvenir to take home with them.



Interior of “Pocky PREMIÈRE CLASS” (illustration)

Name of store: Pocky PREMIÈRE CLASSE
Launch date: 31 July 2018 (Tuesday)
Items available for sale: 4 store-exclusive products including Pocky PREMIÈRE CLASSE
Store size: 26.7 m²

■ Creating a First Class Pocky Experience

The store opening is accompanied with the debut of its own Narita-exclusive Pocky PREMIÈRE CLASSE products, the most high-end additions to the Pocky family. The Pocky PREMIÈRE CLASSE line emulates the luxury of flying first class by taking the brand’s usual chocolate and pretzel stick combination and using premium cacao and milk to achieve a world-class richness in flavor. The store also features a classy interior of red and black, colors symbolic of Pocky and chocolate. By providing a quality and visually futuristic experience exclusive to Pocky PREMIÈRE CLASSE, it is our aim to make more of Japan’s international visitors fans of Pocky.



Pocky PREMIÈRE CLASSE (left: Chocolat, right: Matcha)



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■ Product description

Product name	Pocky PREMIÈRE CLASS	
	Chocolat	Matcha
Packaging		
Retail price*	JPY 600	
Amount	24 sticks (4 sticks x 6 individual sachets)	
Description	<ul style="list-style-type: none"> • A harmony of aromatic milk chocolate and rich cocoa pretzel sticks • Melt-in-mouth milk chocolate made with 100% whole milk powder from Hokkaido • Rich pretzel sticks made with cocoa butter from the Netherlands 	<ul style="list-style-type: none"> • A harmony of premium Uji matcha chocolate and rich cocoa pretzel sticks • Bittersweet matcha chocolate made from a blend of premium quality Uji matcha powder and white chocolate that is made with 100% whole milk powder from Hokkaido • Rich pretzel sticks made with cocoa butter from the Netherlands

Product name	Pocky with cacao pod shaped case	Pocky OTONA NO KOHAKU with Pocky PREMIÈRE CLASS-exclusive tin
Packaging		
Retail price*	JPY 2,000	JPY 1,500
Amount	17 sticks x 5 individual sachets	17 sticks x 6 individual sachets
Description	<ul style="list-style-type: none"> • Contains Pocky (chocolate), a Japanese product loved by all for over 50 years since its launch in 1966 • Comes in a Pocky PREMIÈRE CLASS-exclusive cacao pod-shaped case 	<ul style="list-style-type: none"> • Pocky OTONA NO KOHAKU, the best accompaniment to whisky • Comes in a stylish Pocky PREMIÈRE CLASS-exclusive tin

*Tax-free item

About Ezaki Glico Co., Ltd.

Ezaki Glico Co., Ltd. ("Ezaki Glico") is a leading food company headquartered in Osaka, Japan. It has 11 business locations and 23 group companies in Japan, and 14 subsidiaries in nine countries. Ezaki Glico operates a total of 19 plants and has 5,488 employees over the world.

Since the launch in 1922 of the nutritious and fortified Glico caramel in its distinctive red box, the business activities of Ezaki Glico have adhered to the corporate philosophy of "Enhancing Public Health Through Food." Upon the 70th anniversary of Ezaki Glico in 1992, this same spirit and dedication were incorporated into the revised corporate philosophy of "A Wholesome Life in the Best of Taste."

Glico caramel – the company's first product – incorporates the innovative creativeness of Mr. Ri-ichi Ezaki, the company's founder. From the beginning, all personnel working for the company have been dedicated to further enhancing people's health and quality of life. This has led to the expansion of business lines beyond confectionery to include ice cream products, processed foods, desserts, milk products, baby formula, food ingredients and ingredients for cosmetic and health products.

Ezaki Glico has generated consolidated sales of JPY353.4 billion in FY 2017. Ezaki Glico's business covers 30 countries and areas in Asia, the South Pacific, North America and Europe. In ASEAN, Glico Asia Pacific was founded in June 2017 in Singapore.



The company's first product
The Nutritious Glico caramel at time of founding in 1922



Ezaki Glico Co., Ltd
Japan Headquarters

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