

Material Issue 2 Provide safe, reliable, and healthier merchandise and services

Approach to the Material Issue

The Seven & i Group handles about 3 million items of products at each company's stores, and also develops a variety of products as private brands. Because of this, we are committed to ensure the quality of our products, including their safety and reliability. We also recognize that it is significant to always put ourselves in the customer's shoes and to take into consideration the health of our customers by providing nutritionally balanced products, using reliable raw materials, and reducing the use of additives. These efforts not only earn the trust of our customers but also create new business opportunities to meet customers' needs. As a Group that handles many of the necessities of our customers' lives, we continue to promote these initiatives.

- Relevant policy

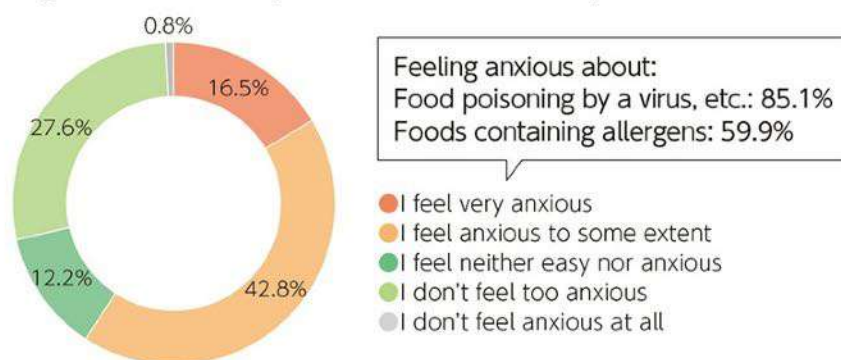
[Quality Policy](#) >

Background to the Material Issue

Food safety

With the globalization of food and recent incidents and accidents that threaten food safety and security, there has been growing interest in food safety, including the issues of controlling raw materials, food additives, and displaying information about allergens. Answers to a survey by the Cabinet Office showed that about 60% of people feel uneasy about food safety, and there is a need to further strengthen their quality control systems for companies.

Degree of Anxiety about Food Safety



Food Safety Commission: Results of the 2019 report entitled "Awareness About Food Safety"

Gap between average life expectancy and healthy life expectancy

Although the average life expectancy is increasing year by year, there is a gap of about 10 years between healthy life expectancy, which is the period during which people can live without being limited in their daily lives by health problems, and the average life expectancy. It is important to extend healthy life expectancy and narrow the gap between healthy life expectancy and average life expectancy.

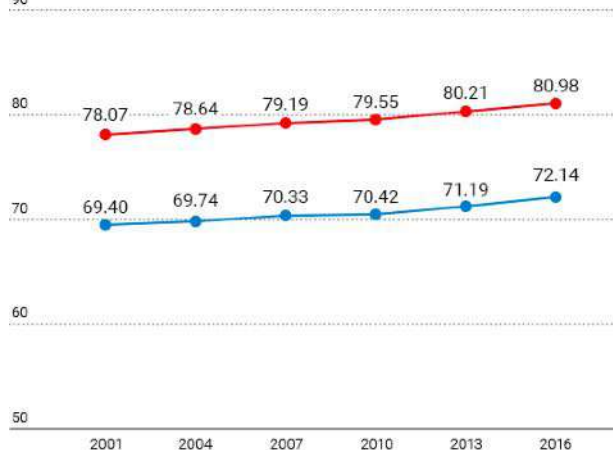
Trends in life expectancy and healthy life expectancy*

*Average length of life that an individual lives without limitation in daily activities

● Life expectancy ● Healthy life expectancy

Male

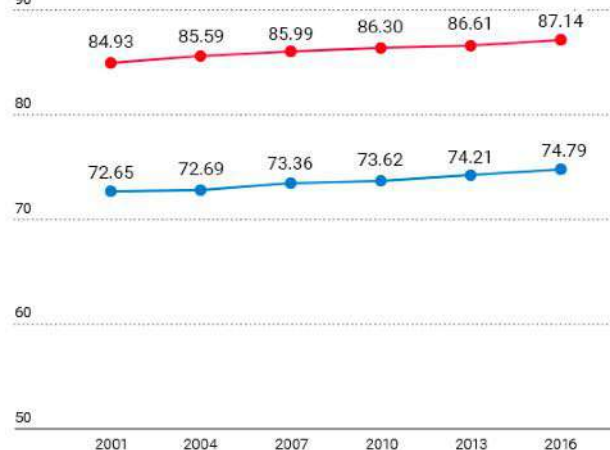
(Age)
90



Source: Ministry of Health, Labour and Welfare

Female

(Age)
90



Contribution to SDGs

By addressing this material issue, the Seven & i Group will provide products and services that support safe, secure, and healthy lifestyles and contribute to achieving goals 2 and 3 of the Sustainable Development Goals.



Seven & i Group's Initiatives

Building a Quality Control System >

Food Safety and Reliability >

Health and Nutrition >

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Building Quality Control Systems

Seven & i Holdings is working to introduce international management system standards and management methods regarding quality and hygiene in order to provide safe and reliable products to customers.



Establishing a Foundation for Quality Control in Each Group Company

Each company in Seven & i Group handles products whose safety has been ensured through checks by the quality control department before purchasing them. Seven & i Holdings is working to establish quality control systems, recognizing that a product incident at one Group company affects the entire Group. Quality control managers at the development division for the Seven Premium line of Group private brand products, 12 Group companies that handle food products, and 10 that handle apparel and household items meet regularly to share their policies and information. These activities are designed to prevent incidents and strengthen the Group's ability to respond rapidly when incidents occur. Specifically, Group companies have established the following foundation for quality control.

Establishing a Foundation for Quality Control

1. A system in which specialized quality control departments can objectively determine responses to incidents
2. A system for reporting a serious incident quickly to the Representative Director and President
3. Guidelines for judging whether to recall products or continue sales if a serious incident occurs

Quality Control Training for Employees

Seven & i Group provides quality control training to its merchandisers that handle product development and procurement as well as staff in charge of stores to prevent any accidents and incidents pertaining to products. In the fiscal year ended February 28, 2022, we revised training content, and are developing additional educational content with a view to cultivating future personnel capable of leading the field of quality management.

For those who handle apparel and household items, the entire Group conducts textile training and Pharmaceuticals and Medical Devices Act training through external inspection organizations. Textile training is for those handling textile products (apparel, bedding, etc.), basic textile training is for newly appointed staff, and textile material training and textile sewing training are for existing staff. In addition to knowledge about laws and regulations, such as Household Goods Quality Labeling Act, this training allows them to learn about the process that progresses from thread to textile/knitting, dyeing, sewing, and inspection, as well as process management for manufacturing factories, case studies on defective product incidents, and more. Through this training, we aim to provide our customers with safe and high-quality products. In addition, we are working on expanding training related to sustainable materials and product-specific training curricula with the goal of enhancing content and nurturing a system that enables employees to acquire more specialized knowledge.

Results of training held by Seven & i Holdings in the fiscal year ended February 28, 2022

Training Details	Participants	Ratio	Target※1
Training on labeling of apparel	165	95.2%	Those handling procurement of apparel and household goods, those in charge of quality control
Training on apparel design	173	82.7%	Those handling procurement of apparel and household goods, those in charge of quality control
Knowledge training on processing, inspection, and factories	178	68.5%	Those handling procurement of apparel and household goods, those in charge of quality control
Knowledge of bedding	71	73.2%	Those handling procurement of apparel and household goods, those in charge of quality control
Knowledge training on interiors	78	73.1%	Those handling procurement of household textile products, such as interiors and towels, those in charge of quality control
Knowledge training on accessories	124	50.8%	Those handling procurement of apparel and household goods, those in charge of quality control
Knowledge training on functional materials	231	94.8%	Those handling procurement of apparel and household goods
Discussion Training on apparel	19	100.0%	Those handling procurement of apparel and those in charge of quality control
Discussion Training on household goods	11	100.0%	Those handling procurement of household goods and those in charge of quality control
Knowledge of pots and frying pans	49	81.6%	Those handling procurement of household goods and those in charge of quality control
Knowledge of plastic goods	77	85.7%	Those handling procurement of household goods and those in charge of quality control
Knowledge training on sustainable materials	331	97.0%	Those handling procurement of apparel and household goods, those in charge of quality control

※1 Target operating companies for apparel and household items training: Seven-Eleven Japan, Ito-Yokado, Sogo & Seibu, Akachan Honpo, THE LOFT, Nissen, and Barneys Japan

Acquiring Quality Management Certification

Seven & i Group has sought and attained various quality management certification in order to strengthen quality management for products such as foodstuffs, clothing, and household goods.

Participation in the Japan Food Safety Management Association

Seven & i Holdings became one of the founders of the Japan Food Safety Management Association (JFSM)^{※1}, established in 2016 as the primary Japan-created operating body for food product safety management standards, along with food product manufacturers both in Japan and overseas. We did this in partnership with food-related companies, the Ministry of Agriculture, Forestry and Fisheries, and university researchers with the goal of responding to the increased handling of imported foods (globalization) in Japan and improving domestic food safety management. By utilizing the JFS standard^{※2} developed by this association, we aim to improve food quality as a retail group that is building a supply chain. Currently, eight Group companies^{※3} that handle food products have become JFSM members and are promoting the improvement of food safety management levels within the Group. In addition, we are proceeding with the acquisition of JFS standard certification and conformance certification for factories that manufacture the Group's "Seven Premium" private brand products and fresh foods such as Seven-Eleven's boxed lunches, rice balls, sandwiches, delicatessen items, noodles, and bread.

※1 An organization that creates and operates a Japanese food safety management standard (the JFS standard) and its certification/conformance certification system.

※2 A Japanese food safety management standard developed by JFSM that conforms to international standards that include Codex HACCP.

※3 Seven-Eleven Japan, Ito-Yokado, York Benimaru, York, SHELL GARDEN, Sogo & Seibu, Gottsuobin, Seven & i Food Systems

Obtaining Certification of Food Safety Management Standards that Conform to International Standards

Original products such as boxed lunches and delicatessen items sold at Seven-Eleven stores are made by daily manufacturers who are members of Nihon Delica Foods Association (NDF)^{※1}. In October 2018, NDF revised the NDF-HACCP Certification System to the NDF-FSMS certification system^{※2} in response to the institutionalization of HACCP for the international standardization of food sanitation management. In addition, in March 2020, all factories that manufacture original products such as boxed lunches, rice balls, sandwiches, delicatessen items, noodles, and breads, obtained certification and conformance certification. (Number of the factories as of the end of March 2022: 176)

Similarly, we are working on obtaining certification and conformance certification related to food safety management standards that conform to international standards that include Codex HACCP, such as ISO 22000, FSSC 22000, and the JFS standard, at all manufacturing factories that produce the Group's "Seven Premium" private brand products. (As of the end of March 2022, 99% of the manufacturing factories have acquired certification.)

※1 The NDF was formed in 1979 to improve hygiene quality management levels at daily food manufacturing facilities and to eliminate region-based quality differences.

※2 FSMS: The Food Safety Management System (FSMS) is a system designed to manage potential food safety hazards in order to ensure delivery of safe and reliable foods to consumers.

➤ [For more details about Seven-Eleven Japan initiatives \(in Japanese\)](#) 



Acquisition of GAP Certification

Ito-Yokado is recommending the acquisition of Good Agricultural Practice (GAP) certification, an agricultural production process management method, in order to further improve the level of our quality management of its private brand “Traceable Vegetables with Producer's Faces” and “Traceable Fruits with Producer's Faces.” GAP certification sets standards that should be implemented in day-to-day farm management to improve safety and protect the environment. Certification has been acquired by 226 producers as of the end of February 2022, and efforts will be made for further certification going forward.

> [For more details about Ito-Yokado initiatives \(in Japanese\)](#) 

Acquisition of ISO 22000 Certification

York-Benimaru Co., Ltd. acquired certification under ISO 22000, an international food safety management system, at its Otsuki Store in Koriyama City, Fukushima Prefecture in March 2018. Certification has since been expanded to the York-Benimaru Head Office. Going forward, York-Benimaru is committed to expanding the scope of certification to include delicatessen factories of the former Life Foods Co., Ltd., which merged in March 2022. In addition, York-Benimaru will use the experience of acquiring ISO 22000 certification to introduce HACCP systems at all stores while training store employees. The company will also work to provide greater safety and confidence to local customers regarding food products and enhance product quality in all stages from procurement to sale.

In addition, at York, in April 2020, the York Mart Nerima Heiwadai store passed the one-year renewal of the Tokyo Metropolitan Food Sanitation Meister System, considered a step toward ISO certification.

IY Foods, a Group food manufacturer, acquired ISO 22000 certification in August 2016.



Hygiene Management Based on ISO 9001

Seven & i Food Systems' QC Office, the hygiene management department, has acquired the ISO 9001 international standard concerning quality management. Utilizing this system, the company is working to boost both hygiene management and employee training (application scope: Planning and Provision of Food Hygiene Management Systems in Stores).

In hygiene management, priority is placed on freshness management that is easy to understand and can be performed by anyone. The QC Office and others conduct checks at stores, and random checks of store hygiene are also conducted by a third-party hygiene inspection organization (wipe inspections). Store employees undergo periodic hygiene management training to raise hygiene management levels.

➤ [For more details about Seven & i Foods Systems initiatives \(in Japanese\)](#) 



Audits of Processes at Apparel and Household Goods Manufacturing Factories

Seven & i Group sells apparel and household items, such as the Group's "Seven Premium" private brand products, while Group companies sell their own private brand products as well. To ensure the safety of these products, we conduct audits of our processes at our manufacturing factories both in Japan and overseas (These audits were cancelled for the fiscal year ended February 28, 2021 due to the impact of COVID-19).

Since there is no official certification for manufacturing factories that guarantees a level of quality control for apparel and household items, Seven & i Holdings has established its own standards, and each Group company carries out external audits through specialized external institutions based on these standards. Seven & i Holdings issues a process audit "Compliance Certificate" to factories whose audit results have cleared certain standards.



Compliance certificate

Response to Product Incidents and Implementation of Exercises

Seven & i Holdings assumes the occurrence of product incidents and product defects within the Group. By conducting regular exercises, Seven & i Holdings and each Group company mutually confirm the flow from the occurrence of an incident to investigations, reports, and corrections, and confirm the effectiveness of the incident response system. Should a product incident occur, the company promptly reports to the president, deliberates and makes decisions on any corrective actions, and the department specializing in quality control confirms the implementation and completion of corrective actions.

External Recognition for Initiatives Addressing Quality Control

Ito-Yokado received the METI Minister Award at the Minister of Economy, Trade and Industry Product Safety Awards^{※1} three times, and was also certified as a gold product safety company^{※2} in the fiscal year ended in February 29, 2016—a first for a general supermarket. In March 2021, Ito-Yokado was again certified as the gold product safety company upon undergoing a follow-up audit, earning the single star Gold PS Award mark.

^{※1} The Ministry of Economy, Trade and Industry has been conferring this award since fiscal 2007 to raise awareness of corporate product safety and establish a culture of product safety that spreads the important value of product safety beyond the boundaries of companies to create a society where product safety is protected everywhere.

^{※2} Every five years after certification, the review committee will follow up to see if the efforts being made at the time of certification are still being maintained.

- Ito-Yokado received the METI Minister Award at the Minister of Economy, Trade and Industry Product Safety Awards in 2011, 2013, and 2015.
- Ito-Yokado was certified as a gold product safety company in 2015.
- Ito-Yokado was certified again (follow-up) as a gold product safety company in 2020.
- Ito-Yokado was once again certified as a gold product safety company in 2021.



single star Gold PS Award mark

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Food Safety and Reliability

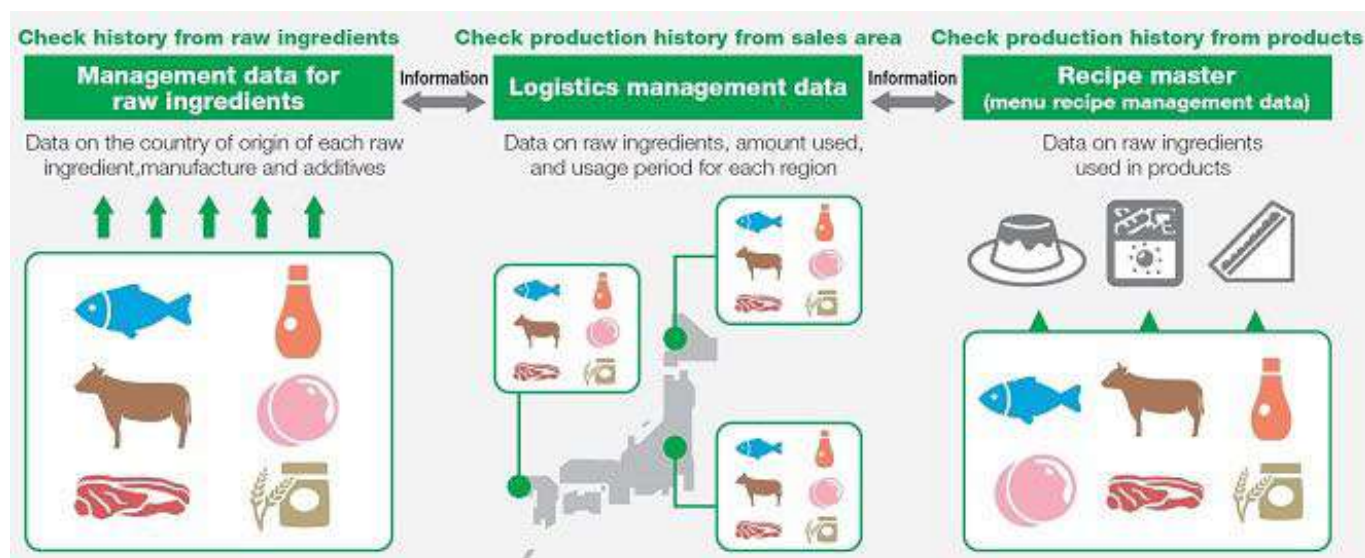
Seven & i Group is working on a variety of measures to emphasize safety and reliability at all stages from raw materials procurement through to sales.

Centralized Management of Production Records

Seven-Eleven Japan uses an average of 40 different food materials (including seasonings) per daily food product item, which includes rice balls and delicatessen items. To manage these individual products and accurately identify which factories produce them and what materials are used in which areas, Seven-Eleven Japan manages information from all its approximately 180 factories using a database system and links to the POS(point-of-sale) data at its stores to precisely manage the production history of its products, from the production region of the materials used to the stores where the products are sold. This allows us to immediately respond to any problems that may occur with raw materials. We also check for the presence of allergic substances and additives in our products to ensure that they are sold with the utmost care. In addition, Seven-Eleven Japan is also able to precisely track the volume of food materials, packaging, and containers used at every factory, which helps it reduce waste by limiting excess production, for instance. Moreover, the company voluntarily conducts DNA testing on rice to prevent the admixture of other varieties as well as testing for radioactive substances.

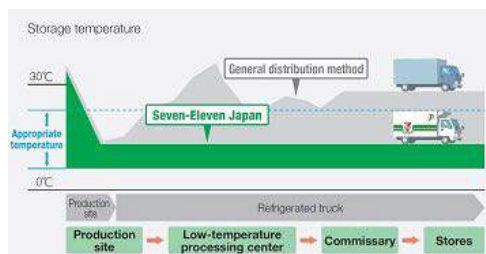
➤ [For more details about Seven-Eleven Japan initiatives \(in Japanese\)](#) 

Seven-Eleven Japan's Raw Material Production Record Management Framework



Introduction of Cold Chains

Various leafy vegetables are used in 7-Eleven's original daily foods (rice balls, sandwiches, stuffed bread, salads, delicatessen items, noodles, and so on). We began introducing cold chains (low-temperature distribution networks) in 2005 for low temperature transportation and processing in order to maintain high levels of freshness of produce from harvesting in the field to delivery to stores. Harvested vegetables are consistently maintained at low temperature in delivery vehicles, at sorting centers and processing factories, and until placement on store shelves. In addition, the active use of domestic produce in regions close to where it was harvested reduces energy use in transportation.



Cold chains (low-temperature logistics networks)

Providing Reliable Products

Fresh Foods with Traceability (Traceable Fresh Foods with Producers' Faces)

Ito-Yokado sells products under its private brand Traceable Fresh Foods with Producers' Faces, where it achieves an accurate understanding of production sites, production methods, and distribution channels and communicate these to customers. For these products, its procurement officers check with producers at the production sites to ensure that they are using appropriate cultivation and stock-raising management. Before the products are sold, various tests are conducted, including agricultural chemical residue tests, as well as soil, feed, and water quality tests, and third-party confirmation is obtained. Furthermore, radioactive substances are also inspected under stringent standards that are stricter than the statutory standards. Customers can confirm producer and inspection-results information for Fresh Foods with Traceability products on the Ito-Yokado website using a PC or smartphone. As of March 3, 2022, 232 items are handled under the Fresh Foods with Traceability brand, covering fresh foods including vegetables, fruits, meat, eggs, fish, and rice.

> [For more details about Ito-Yokado initiatives \(in Japanese\)](#)

Producer Information Disclosure Methods (Example from Ito-Yokado)



Products with Visible Production Areas

York-Benimaru has established a section called “The Secrets Behind the Delicious Taste, and the Safety and Security” on its website, providing information on the production site, characteristics, production process, producers, and other aspects of the fresh food that the company has carefully selected.

> [For more details about York-Benimaru initiatives \(in Japanese\)](#) 

Approach toward the Use of Food Additives

Seven-Eleven Japan aims for fresh, homemade taste for fresh foods such as boxed lunches, and when using food additives, uses the minimum amount and types necessary. Further, we have set voluntary standards for food additives and make every effort to minimize the use of food additives that are of deep concern to our customers. In addition, with regard to labeling on use of additives, we conform to the Consumer Affairs Agency’s “additive free and not-used guidelines” and promote labeling that does not mislead customers.

> [For more details about Seven-Eleven Japan initiatives \(in Japanese\)](#) 

Reducing Trans-Fatty Acids

It is said that excessive trans-fatty acids increase bad cholesterol in the blood and reduce good cholesterol, heightening the risk of coronary heart disease among other things. In Japan, where intake is low compared to other countries such as Europe and the United States, there is currently no obligation to display trans-fatty acids and no upper limits have been set. Seven-Eleven, however, has been voluntarily making improvements since 2005 to reduce the total amount of trans-fatty acids. In addition, from 2007 we have improved frying oil in order to reduce trans-fatty acids produced in the process of processing fats and oils.

> [For more details about Seven-Eleven Japan's initiatives for the reduction of trans-fatty acids \(in Japanese\)](#) 



Reduction of Trans Fatty Acids

(Example) Amount per 100 g of Honokana Amami Strawberry Jam Margarine

FY2005	FY2007	FY2012	FY2019	FY2022
1.86g	0.18g	0.15g	0.11g	0.09g

Labeling of Food Allergy Information

Seven & i Group, in addition to displaying information about seven specified ingredients (egg, milk, wheat, shrimp, crab, buckwheat, and peanuts) that are required to be labeled under the Food Labeling Law, also recommends displaying information about 21 equivalent items※ so that people with food allergies can choose products with confidence. Further, due to the Consumer Affairs Agency adding almonds to the “equivalent items” category in September 2019 in light of the increase in the number of people with allergies caused by almonds, Seven-Eleven Japan and Ito-Yokado have been proactively displaying information about almonds as well.

※Items recommended for the “equivalent items” category: abalone, squid, salmon roe, oranges, cashew nuts, kiwifruit, beef, walnuts, sesame, salmon, mackerel, soybean, chicken, banana, pork, matsutake mushrooms, peaches, yam, apples, gelatin, and almonds

Display on all Fresh Foods

At Seven-Eleven Japan, in addition to specified ingredients, equivalent items are displayed on all fresh foods, including boxed lunches, rice balls, sandwiches, delicatessen items, noodles, bread, and pastries. Additionally, for in-store cooked products (hot snacks, oden, Chinese steamed buns), in addition to specified ingredients, information on the use of equivalent items is disclosed on the website.

> [For more details about allergy information of in-store cooked products \(in Japanese\)](#) 

Display on Products Cooked In-store

At Ito-Yokado, in-store cooked sushi, delicatessen items, etc. are labeled with "specific raw materials" and "equivalent items (excluding almonds)." The food products in the container have allergy information on their labels. For the products sold separately without packaging, a list of allergens contained in each product is posted at the store.

Display on menu book and terminal tablet

Ever since the menu revision in September 2018, Denny's of Seven & i Food Systems has printed information about the use of allergens (specified ingredients and equivalent items) to all menus for all time zones. In addition, a list of allergy information is available on the website, and customers can also search the menu name by allergen only in Denny's in-store menu.

> [For more details about Denny's initiatives \(in Japanese\)](#) 

Sales of Products with Food Allergy Considerations

Seven & i Group offers a low-allergen menu to make meals delicious and enjoyable, regardless of food allergies or not.

Sales of "Healthy Fruitcake"

Ito-Yokado offers the “Healthy Fruitcake”—a cake which does not use specified ingredients—available by reservation so that customers with food allergies can eat products with confidence.

> [For more details about Ito-Yokado's initiatives \(in Japanese\)](#) 



"Healthy Fruitcake"

Sales of "Low-Allergen Menu and Low-Allergen Cake"

At the Denny's restaurant chain managed by Seven & i Food Systems, there is a low-allergen menu and low-allergen cake for children that do not include any of the seven specified allergens (eggs, milk, wheat, buckwheat, peanuts, shrimp, and crab), created out of consideration for children who have food allergies. When the meals are prepared at the restaurants, employees cook and arrange the food in an area separate from the regular cooking line, and the tableware is individually washed and stored to prevent secondary contamination by allergens.

> [For more details about Denny's initiatives \(in Japanese\)](#) 



Low-allergen menu



Low-allergen cake

Conducting Food Allergy Workshops

As part of its initiatives to understand food allergies, Seven-Eleven Japan co-hosted online workshops in March and April 2021 with the Atopicco Network for Children of the Earth, an authorized NPO. The workshops targeted people in their 10s and 20s with food allergies, and their guardians. Furthermore, workshops were also held as part of the "Online Summer Vacation Environmental Education Camp" organized by the same NPO. Games in which participants selected products they could eat from a display of actual products and learned about rules on food labelling and how to read them, were also conducted. Through discussions, participants shared how they chose actual products, deepening mutual understanding. Seven-Eleven Japan is committed to continued efforts to make display of allergens more accessible by referring to the opinions from the workshops.



Meeting with the NPO



Workshop on food allergies

Regarding Handling of Genetically Modified Foodstuff

Seven & i Group labels genetically modified foodstuffs in accordance with relevant domestic regulations. In addition, genetically modified ingredients are not used for the main ingredients—for which labeling is obligatory—of products under the Group's private brand Seven Premium (excluding certain products such as soy sauce and oil which use genetically modified potatoes, corn, soy beans, and other products which are permitted to be imported by the Japanese government).

Inspection for Radioactive Substances

In response to an increase in inquiries about radioactive materials since the Great East Japan Earthquake, Seven & i Group voluntarily conducts inspections to complement the monitoring conducted by the government, and we have posted details on our website. Inspections for radioactive substances are conducted for Ito-Yokado's Traceable Foods with Producers' Faces and the results are published on its website.

Further, York-Benimaru, has also been posting the results of the inspection of radioactive materials conducted by its business partners and government agencies on its website.

> [For more details about Ito-Yokado initiatives \(in Japanese\)](#) 

> [For more details about York-Benimaru initiatives \(in Japanese\)](#) 

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Health and Nutrition

Seven & i Holdings is striving to reduce the use of food additives and provide nutritionally balanced food products in consideration of customers' further health-consciousness amid the growing focus on health and nutrition, including obesity, diabetes, metabolic syndrome, and malnutrition.

In May 2020, in order to create new value for the Group's "Seven Premium" private brand products, the "Seven Premium Connect Declaration" was formulated. It consists of four pillars: eco-friendliness, health-consciousness, high-quality products, and global compatibility. Specific measures included displaying sugar and dietary fiber content on nutrition labels (since September 2019), developing products with reduced salt and sugar, and encouraging the reduction of additives. In development of Seven Premium products, the optimal supplier and Group product development division form a team for the product, and specialists from both sides contribute their information and expertise in a process called "team merchandizing." The teams include suppliers who have nutrition and health experts or R&D centers of their own.



Example of health food products



Soda Water "Seven Premium Sonomama Nomeru Tansansui Plus 490 ml"
Food for specified health use containing 5 g indigestible dextrin (as dietary fiber)

Sales of Healthy Food Products

Starting in March 2018, Seven-Eleven Japan adopted "Good Health Starts with this Hand" as a new catchphrase, at the same time implementing a rollout at 7-Eleven stores nationwide of products formulated specifically for safety, reliability, and health. As of June 2021, Seven & i has released a new healthy product series in response to increasing demand for healthier food. Marked with a special logo and labelled in accordance with food labeling guidelines, these products feature selling points intended to appeal to health-conscious consumers such as protein or dietary fiber content, or that contain at least one-half of the daily requirement of vegetables. Seven-Eleven Japan plans to expand upon these kinds of product lineups in the future.

In addition, Ito-Yokado offers boxed lunches supervised by national registered dietitians, with attention given to nutritional balance. By adding dietary fiber, vegetables, and so on, reducing salt and sugar content, and using fewer additives, we will provide customers with healthier products that meet their specific needs.

※The Healthy Japan 21 (Secondary) guideline for vegetable consumption is an average of 350 g per day.



Examples of Seven-Eleven dedicated logo



Boxed lunch supervised by national registered dietitians

Labeling of Nutritional Components

In addition to the five components[※] of energy, protein, fat, carbohydrates, and salt equivalents stipulated by the Food Labeling Law, the Seven & i Group started to display two items often requested by customers: sugars (available carbohydrates) and dietary fiber. Sugar and dietary fiber content are displayed on the Group's "Seven Premium" private brand products, fresh foods such as 7-Eleven's boxed lunches, rice balls, sandwiches, delicatessen items, noodles, and sushi and delicatessen items cooked in Ito-Yokado stores.

In addition, for certain products of "Seven Premium," we also provide voluntary labelling of items such as saturated fatty acids, trans-fatty acids, and cholesterol. Calorie counts are printed on the front of many products to make it easier for customers to find when selecting a product.

At the same time, given that nutritional labeling has become complex and that labeling methods differ from product to product, understanding what a product's features are has become difficult. Accordingly, the packaging design that brought uniformity to each feature has been carried on in products unique to Seven-Eleven Japan and is also being used for the Seven Premium line. The design features icons colored in orange or green on the face of the packaging. The green icon is used to indicate nutrients like sugar and salt that should not be consumed in excess of what is necessary, while the orange icon indicates nutrients like protein and dietary fiber that should be supplemented.

※Excluding some products with discretionary labeling and small surface area



Example of nutritional labeling showing sugars and dietary fiber for "Seven Premium Potato Salad"

Nutrition facts label: 1 package, per 120 g Energy: 166 kcal / Protein: 2.0 g / Fat: 9.2 g / Carbohydrates: 20.0 g (Sugars: available carbohydrates: 17.6 g / Dietary fiber: 2.4 g) / Salt equivalents: 0.9 g

* Estimated values based on sample analysis



Example of nutritional labeling showing trans fatty acids for "Seven Premium Seven Bread (Six slices)"

Nutrition facts label: Per slice Energy: 163 kcal / Protein: 6.2 g /

Fat: 2.0 g (Saturated fatty acids: 0.7 g / Trans fatty acids: 0 g) / Cholesterol: 0 mg /

Carbohydrates: 31.0 g (Sugars: available carbohydrates: 28.9 g/Dietary fiber: 2.1 g) / Salt equivalents: 0.7 g

* These values are approximate. Per 100 g of sodium chloride, amounts less than 0.1 g of saturated fatty acids, less than 0.3 g of trans fatty acid, and less than 5 mg of cholesterol are presented as 0 g.



Examples of a package with an icon

Green icon: Nutrients like sugar and salt that should not be consumed in excess of requirements

Orange icon: Nutrients like protein and dietary fiber that should be supplemented