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Coca-Cola Japan installs Food Loss Prevention Vending Machine

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Coca-Cola Bottlers Japan Inc has entered into this Agreement as part of “Sagamihara SDGs Partner” collaboration efforts, for which CCBJI registered this year, and installed the “Food Loss Prevention Vending Machine” as a demonstration experiment.



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As a partner of Sagamihara City, which works towards achieving and promoting SDGs, CCBJI will raise awareness of food loss reduction among Sagamihara citizens and verify its effectiveness to make the most of the efforts for the future with Sagamihara City.

Part of the proceeds from the "Food Loss Prevention Vending Machine" will be donated to Sagamihara City to be used for initiatives that contribute to the promotion of SDGs.

On “Food Loss Prevention Vending Machines,” products that have become surplus stocks are sold at less than the usual price as “food loss prevention products,“ along with regular products.

“Food Loss Prevention Products” are no different from regular products other than that they are close to their best-by date (approx. 2 months). CCBJI hopes that purchasing “Food Loss Prevention Products” through this vending machine will lead to increasing purchasers’ awareness about food loss, and intends to make efforts to help Sagamihara City achieve and promote SDGs.