

December 20, 2023

Immediate Release

## **Meiji launches a multilingual product information website and prints two-dimensional barcodes and the “Brand Link” search logo on packages**

Making the appeal of Japanese snacks and confections easier to understand for foreign travelers in Japan.

Gradually adding to snacks and confections from November with plans to list on over 100 products

Meiji Co., Ltd. announces the launch of a multilingual product information website (hereinafter, Website).

Since November 2023, Meiji has been printing two-dimensional barcodes and a Brand Link, our product information search logo, on product packages to provide easy access to our Website.

These links allow foreign travelers in Japan to understand our products easily by viewing the products' information. We hope these information will help the travelers purchase easily.

### **Feature 1**

Languages offered on multilingual product information website: 5 languages

English, Chinese (simplified, traditional), Korean, Thai, and Japanese

### **Feature 2**

Printing two-dimensional barcode and search logo (Brand Link) on the packages of over 100 snacks and confections



Brand link image



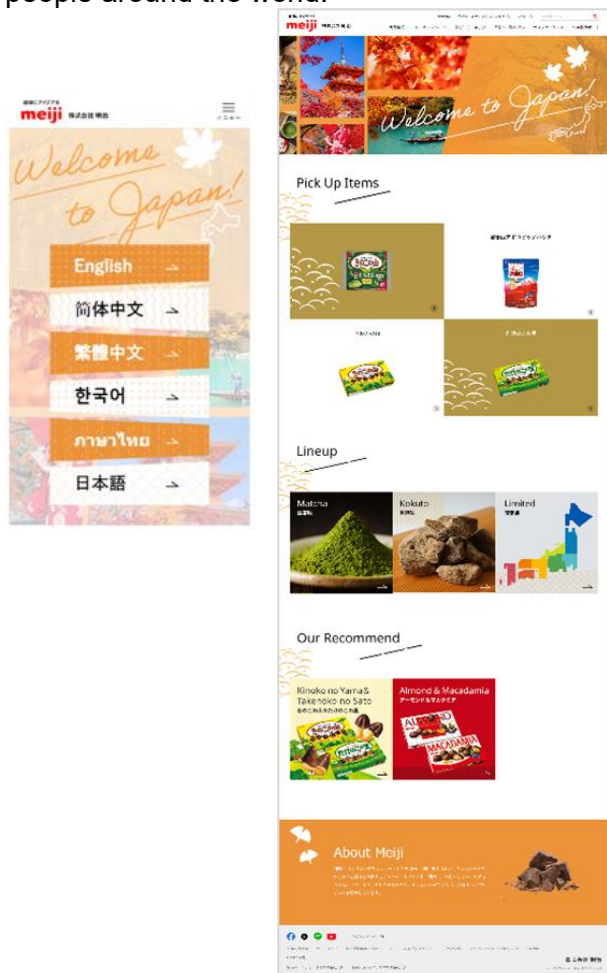
Brand link product image

The number of foreign travelers to Japan is recovering compared to the period before COVID-19. Sales of our products are trending favorably at locations such as mass retailers and airport gift shops, which have a high number of traffics by foreign travelers to Japan. Amid these trends, we are strengthening efforts to increase brand recognition for our products and capture increasing inbound foreign traveler's demand.

Meiji has launched a multilingual product information website to better provide product information to foreign customers.

This Website features a traditional Japanese “Wa” design aesthetic. The Website allows anyone to easily check product details or allergy information via laptop computers and/or mobile-phone & devices, and information can be displayed in any of five languages.

Through this Website, we hope to convey the appeal of Japanese snacks and confections to people around the world.



Multilingual product information website screen transition image



Multilingual product information website image

## ■ About the multilingual product information website

The product information section of our website and our brand website include a banner that links to a multilingual product information website.

From the Website, it is possible to display product information in various languages simply by selecting the product and language.

- The multilingual product information website

<https://www.meiji.co.jp/products/brand/global/choco/language/>