

Gotemba Premium Outlets®

Ingredient Pictogram Display for Dining Menus

from July 1, 2014 (Tues.) at 17 restaurants and cafes

-A guide to 28 items catering to different food allergies, religions and food cultures-

Gotemba Premium Outlets® (location: Gotemba City, Shizuoka Prefecture; management: Mitsubishi Estate Simon Co., Ltd.) will be implementing an ingredient pictogram display in the 17 restaurants and cafes from Tuesday July 1, 2014.

Pictograms for 28 ingredients will be displayed so that customers with dietary restrictions (due to food allergies or religion/cultural prohibitions) can also enjoy their meals safely. Additional 17 item pictograms will also be prepared with the aim of achieving a more precise and comprehensive guide.

Gotemba Premium Outlets® has many visitors from within Japan as well as other countries around the world. The number of people using our facilities annually is approximately 10 million (number recorded at points of purchase, fiscal year 2013). We are planning to further enrich our services so that every customer can enjoy a more comfortable shopping experience.

■Ingredient Pictogram Display for Dining Menus

No. of Restaurants & Cafes Introduced	17 restaurants and cafes
Period Introduced	All starting from July 1, 2014
Names of Ingredients Displayed	<ol style="list-style-type: none"> 1. Displayed using pictogram created by specified non-profit organization INTERNASHOKUNAL – 11 items alcohol, beef, shrimp, crab, wheat, buckwheat, egg, chicken, milk, pork and peanut 2. Displayed using an original pictogram newly created by Mitsubishi Estate Simon – 17 items abalone, squid, salmon roe, orange, cashew, kiwi fruit, walnut, sesame seed, salmon, mackerel, gelatin, soya, banana, matsutake mushroom, peach, yam and apple
Names of Restaurants & Cafes Introduced	<ul style="list-style-type: none"> ●Restaurants & Cafes – West Park Cafe, Torafuku, Café 3310, St. Cousair, To The Herbs, Uogashi, Food Court, Fauchon, Benitora Kitchen, McDonald's, Mangia Mangia ●Takeout Restaurants – Crazy Crepes, Godiva, Gelato Pique Cafe Creperie, Pan Peace, Philly's, Benitora Kajyosai
Languages	English, Japanese

We have displayed the ingredient pictogram so that you may know the 'specific ingredients' and 'the items created with those specific ingredients' based on the Food Sanitation Act.

Pictogram Created by Specified Non-Profit Organization INTERNASHOKUNAL – 11 items





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[About Mitsubishi Estate Simon Co., Ltd.]

Mitsubishi Estate Simon Co., Ltd. is a joint venture between Mitsubishi Estate Co., Ltd. and Simon Property Group, Inc. Mitsubishi Estate Simon focuses on developing, owning and managing high-quality outlet shopping centers in Japan. At the present time, Mitsubishi Estate Simon operates the following 9 Premium Outlet Centers® in Japan.

*PREMIUM OUTLET SHOPPING® and PREMIUM OUTLETS® are trademarks of the Simon Property Group, Inc.

Gotemba Premium Outlets®	Rinku Premium Outlets®
Gotemba City, Shizuoka Pref. Approx. 210 stores The Premium Outlets® flagship center offers views of Mt. Fuji (a World Heritage Site). It is the largest outlet center throughout Japan.	Izumisano City, Osaka Pref. Approx. 210 stores Located in Rinku Town, across the water from Kansai International Airport. Easily accessible on foot from a nearby train station. Shuttle bus service to and from Kansai International Airport.
	

Shisui Premium Outlets®	Tosu Premium Outlets®
Shisui, Chiba Pref. Approx. 120 stores The newest Premium Outlets® center, located near Narita International Airport and easily accessible from the Tokyo city center. Served by local buses to and from Narita International Airport.	Tosu City, Saga Pref. Approx. 150 stores Kyushu's largest outlet center, with access to Fukuoka Airport (approx. 30 minutes), Hakata Port (50 minutes), and Fukuoka Tenjin (40 minutes).
	

In addition to the above, Mitsubishi Estate Simon Co., Ltd. also manages Sano Premium Outlets (Tochigi Pref.), Ami Premium Outlets (Ibaraki Pref.), Kobe-Sanda Premium Outlets (Hyogo Pref.), Toki Premium Outlets (Gifu Pref.), and Sendai-Izumi Premium Outlets (Miyagi Pref.).