

Creating Food Innovation from Nihonbashi

Establishment of &mog Food Lab, Mitsui Fudosan's First Food R&D Support Facility**Key Points of this Press Release**

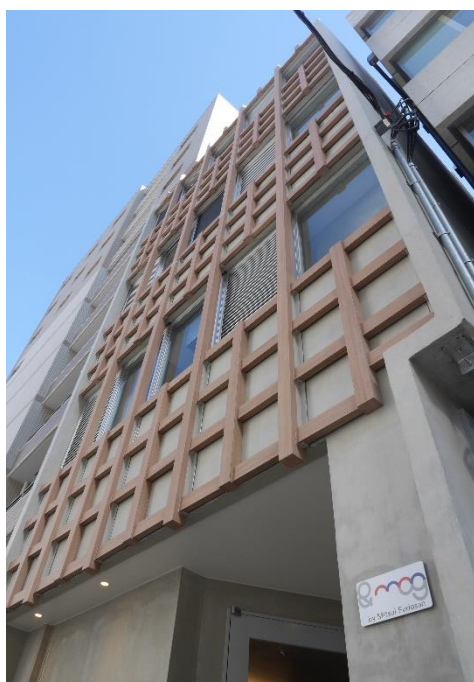
- &mog Food Lab opens, a food R&D facility that is part of the &mog food innovation creation project Mitsui Fudosan is conducting in Nihonbashi.
- In addition to providing an exclusive-use kitchen, food tasting space, and product photo studio, collaboration is promoted between tenant companies and &mog partners for comprehensive support for food business development in terms of both facilities and services, including prototype development and marketing.
- The goal is to create food innovation originating in Nihonbashi with tenant companies aspiring to solve social issues and create value.

Tokyo, Japan, February 26, 2025 - Mitsui Fudosan Co., Ltd., a leading global real estate company headquartered in Tokyo, announced today the establishment and opening of &mog Food Lab as a part of &mog by Mitsui Fudosan, a food innovation creation project conducted by Mitsui Fudosan primarily in Nihonbashi.

“A Focus on Tomorrow’s Innovative Industries” is one of the priority initiatives of Stage 3 of the Nihonbashi Revitalization Plan that Mitsui Fudosan announced in 2019, and with food as a strategic category, the company last year in March initiated the &mog platform supporting food business development. &mog includes hard assets managed by Mitsui Fudosan and also through support for business development utilizing a network of over 30 partners, including local restaurants and trading companies, the project seeks to contribute solutions to social issues facing the food industry.

&mog Food Lab that opened today is a facility for addressing the business issues of food related companies, including a lack of investment capacity to establish their own R&D facilities, a lack of places for activities to develop new businesses, and a lack of space for food tastings. Along with kitchen facilities, the lab offers food tasting space within the facility, and a photo studio to support prototype development, a part of the business development process.

In addition, products developed at the lab will be sold at Mitsui Fudosan commercial facilities and Nihonbashi restaurants as comprehensive support will be provided from new business development to implementation in the city.



Exterior



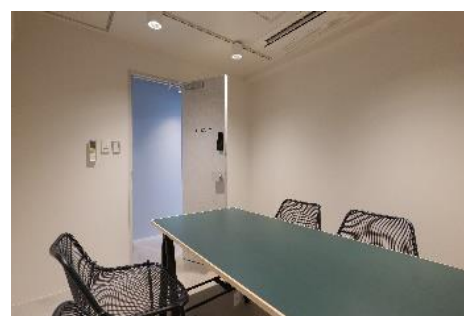
Dining



Food lab



Photo studio



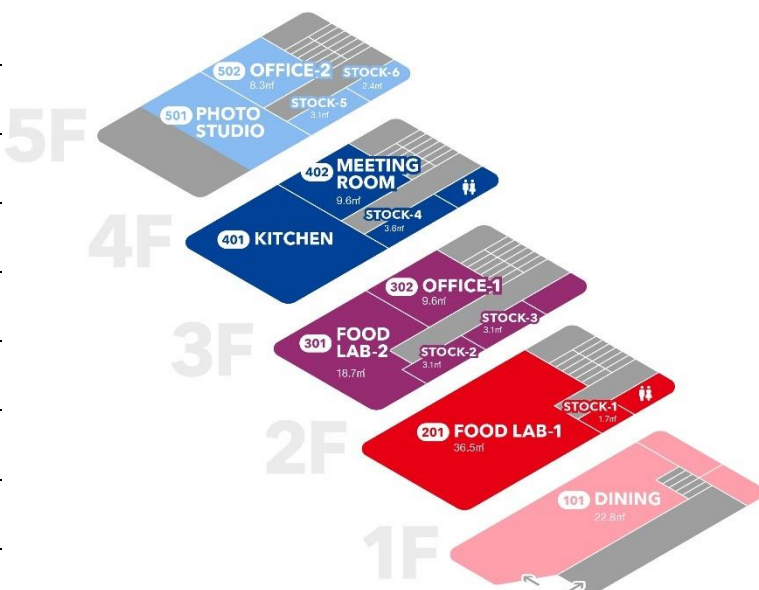
Office

Comprehensive support for business development, from prototype development to marketing support

With kitchen facilities, food tasting space and a photo studio, &mog Food Lab provides comprehensive support for food R&D. It offers activity space to food industry players from startup companies to the new business divisions of major food product manufacturers, promoting innovation creation. Further, the lab not only provides a place for R&D, it offers marketing support utilizing commercial facilities and other properties managed by Mitsui Fudosan and provides menu collaboration with Nihonbashi restaurants as well as matching opportunities with over 30 &mog partner companies. The goal is to support food business development in terms of both facilities and services.

■Facility details

	Name	Area
Room 101	DINING	Approx. 245.4 ft ² (22.8 m ²)
Room 201	FOOD LAB-1	Approx. 392.9 ft ² (36.5 m ²)
Room 301	FOOD LAB-2	Approx. 201.3 ft ² (18.7 m ²)
Room 302	OFFICE-1	Approx. 103.3 ft ² (9.6 m ²)
Room 401	KITCHEN	Approx. 248.6 ft ² (23.1 m ²)
Room 402	MEETING ROOM	Approx. 103.3 ft ² (9.6 m ²)
Room 501	PHOTO STUDIO	Approx. 148.5 ft ² (13.8 m ²)
Room 502	OFFICE-2	Approx. 89.3 ft ² (8.3 m ²)
Stock (6 rooms)		Approx. 7.5 ft ² to 38.8 ft ² (0.7 m ² to 3.6 m ²)



【Kitchen / Food Lab】



Equipped with restaurant-level cooking facilities
R&D possible immediately after becoming a tenant

<Facilities>

Steam convection oven
Blast chiller, ice maker,
dishwasher
Cutter mixer
Screw capper, etc.

【Dining / Studio】



Food tasting space usable for business talks and entertainment



Product photo studio

【Office / Meeting Room】



Office



Meeting room

*Room 101 (food tasting space), Room 401 (kitchen), Room 402 (meeting room), and Room 501 (photo studio) can be used by non-tenants following an inspection of the reasons for use. For details, see the website (<https://www.and-mog.com/en/>).

COLDRAW



COLDRAW Inc.

Using proprietary cold/warm decompression technology, diverse plant ingredients are delicately blended to extract the ultimate drop. The company creates premium non-alcoholic beverages with a deep, fresh taste, redefining the conventional wisdom about beverages. Going beyond the search for taste, the company actively utilizes ingredients related to social issues. This innovativeness was recognized and awarded with the CES 2024 Innovation Award, drawing substantial attention from overseas as well. On Saturday, March 29 and Sunday, March 30, at the Nihonbashi Cherry Blossom Food Carts event, COLDRAW is planning a special sale limited to the &mog facility. Enjoy the surprise of an aromatic drink befitting of cherry blossom season.

Shokunokai, Inc.

The company manages the popular Nihonbashi restaurant Shokunokai and engages in research on Japan's food culture. It will utilize &mog Food Lab for such activities as supporting product development by food product companies and to develop prototypes for the kin-pun business of Fermecutes, Inc., where Shokunokai representative Ayame Osanai serves as a director. In addition, in a joint project with &mog and Earth hacks & Co., Ltd., the company is planning to put out a food cart at the Nihonbashi Cherry Blossom Food Carts event to be held in Nihonbashi on Saturday, March 29 and Sunday, March 30 and plans to sell jointly developed products.



Matilda, Inc.

The company operates a ready-made meal service in a new form that allows daily homemade meal specials to be picked up at approximately 30 takeout stations, primarily in Tokyo. Through pickup at the stations, there is communication between users and with staff members, so the company is fitting in with the community and helping to revitalize it. The stations are located in office buildings and condominiums, etc. managed by Mitsui Fudosan.

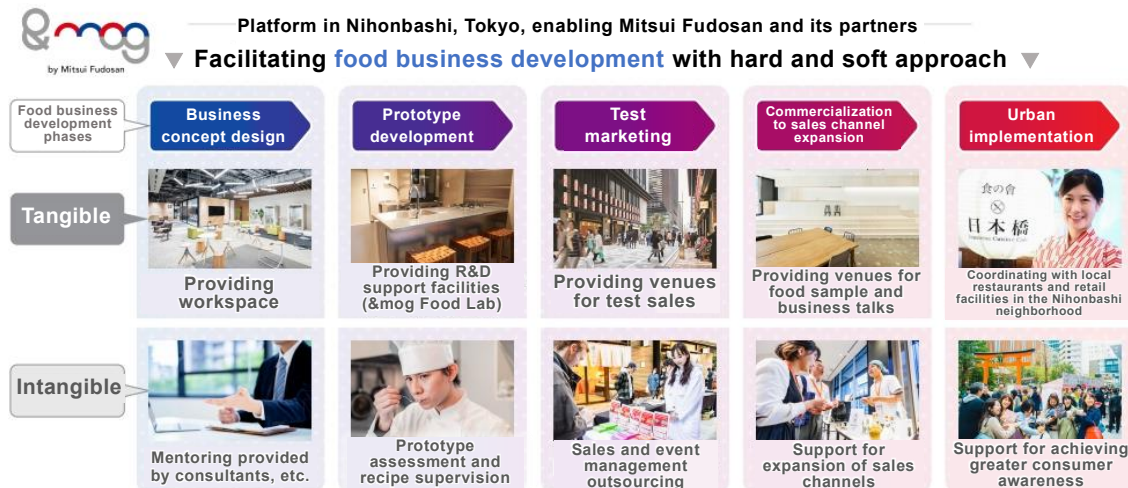
■Facility overview

Facility name:	&mog Food Lab
Location:	12-9 Nihonbashi-tomizawacho, Chuo-ku, Tokyo, 103-0006
Access:	Toei Shinjuku Line, Bakuro-yokoyama Station / Tokyo Metro Hibiya Line, Kodemmacho Station: Approx. 5-minute walk Tokyo Metro Hibiya Line, Ningyocho Station: Approx. 10-minute walk
Structure and scale:	Reinforced concrete with 5 aboveground floors; approximately 2,668.4 ft ² (approx. 247.9 m ²)



■About &mog by Mitsui Fudosan

This project utilizes the hard assets of Mitsui Fudosan and the know-how, etc. of partner companies to support food business development. By providing support for each phase of business development, from accompanying business concept design for business development to consumer research, holding tasting events with chefs, providing test sales locations, and putting products on the menus of restaurants, the project aims to speed up new business creation and raise the success rate.



*For details on &mog, refer to the press release from when it officially started.

https://www.mitsuifudosan.co.jp/corporate/news/2024/0322_01/ (in Japanese)

■ Sustainability in the Mitsui Fudosan Group

Based on the meaning of its “& mark,” “to generate new value with society through cooperation, coexistence and co-creation, we forge ahead, innovating,” the Mitsui Fudosan Group views the “creation of social value” and the “creation of economic value” as two wheels of a cart. Accordingly, we believe that the creation of social value leads to the creation of economic value, and that this economic value then creates even greater social value.

Moreover, we identified six Group Materiality priority issues when formulating our new management philosophy in April 2024. These Group Materiality priority issues are (1) Contribute to industrial competitiveness, (2) Coexist with the environment, (3) Health and Vitality, (4) Safety and security, (5) Diversity and inclusion, and (6) Compliance and governance. The Mitsui Fudosan Group will work to address each of the materialities through its core business activities and contribute to the promotion of sustainability.

(References)

- Group Management Philosophy and Long-Term Vision
<https://www.mitsuifudosan.co.jp/english/corporate/innovation2030/>
- Group Materiality
https://www.mitsuifudosan.co.jp/english/esg_csr/approach/materiality/

* The initiatives outlined in this release are designed to help address the following five Sustainable Development Goals (SDGs).

