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Building a joyful future, together

Seven-Eleven Japan: Actions toward reducing food loss

October 17, 2026

Sustainability Promotion Office,

Seven-Eleven Japan Co., Ltd.

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Self-introduction

株式会社セブン-イレブン・ジャパン
サステナビリティ推進室 総括マネジャー

Seven-Eleven Japan Co., Ltd.
General Manager, Sustainability Promotion Office



川瀬　由紀子

Kawase　　Yukiko

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Company overview

Name	Seven-Eleven Japan Co., Ltd.
Headquarters	8-8, Nibancho, Chiyoda-ku, Tokyo
Established	November 20, 1973
Capital	17.2 billion JPY
Employees	8,248 people
Total sales across chain	5.3697 trillion JPY
Daily sales (total)	approx. 14.7 billion JPY
Daily customers (total)	approx. 20 million people





※Feb. 2025 track record

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■ Worldwide stores



Japan's 47 prefectures

21,743 stores

Worldwide 85,932 stores

※As of Feb. 2025

■ Track record per store (average)

Daily sales	Daily customers	Per customer
692k JPY	922 people	750 JPY

※Feb. 2025

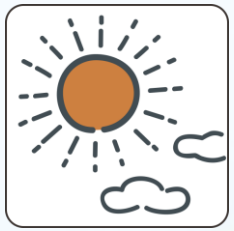
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Seven & i Group environmental declaration －GREEN CHALLENGE 2050－

CO_2 emissions reduction

● CO_2 emissions from operating group stores (c.f. FY2013)



2030 goal	50% reduction
2050 aspiration	effectively zero

GREEN CHALLENGE 2050 私たちの挑戦で、未来を変えよう。

Measures related to plastic

● Use of eco-friendly materials in containers of original products



2030 goal	50%
2050 aspiration	100%

● Plastic checkout bag use

2030 goal	zero

Food loss and food recycling measures



	Food waste qty. (c.f. FY2013)	Food waste recycling rate
2030 goal	50%	70%
2050 aspiration	75%	100%

Sustainable procurement

● Use of sustainability-assured ingredients in original food products

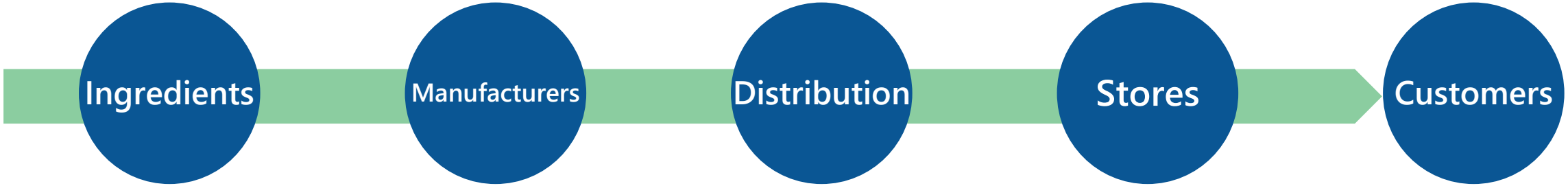


2030 goal	50%
2050 aspiration	100%

Advancing environmental measures toward sustainability via 4 themes

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Food loss reduction across the supply chain



[One example]

Ingredients
- ✓ Commercialization of out-of-spec products

Manufacturers
- ✓ Stretching of product freshness
- ✓ Donation of leftover ingredients and products

Distribution
- ✓ **Revision of 1/3 rule**
- ✓ Changes to ordering deadlines
- ✓ 1-week advance ordering for new products
- ✓ 2-deliveries-per-day system (trial)
- ✓ **Relaxation allowing delivery of older soft drinks**

Stores
- ✓ AI order placements
- ✓ **Ecodane (discounted sales)**
- ✓ Awareness building to take from front
- ✓ Donations of products when closing/refurbishing

Customers
- ✓ **Food Drive activities**
- ✓ Eco-shopping
- ✓ Food donations

From procurement of ingredients to when customers get our products, we're reducing food loss at all stages of the supply chain

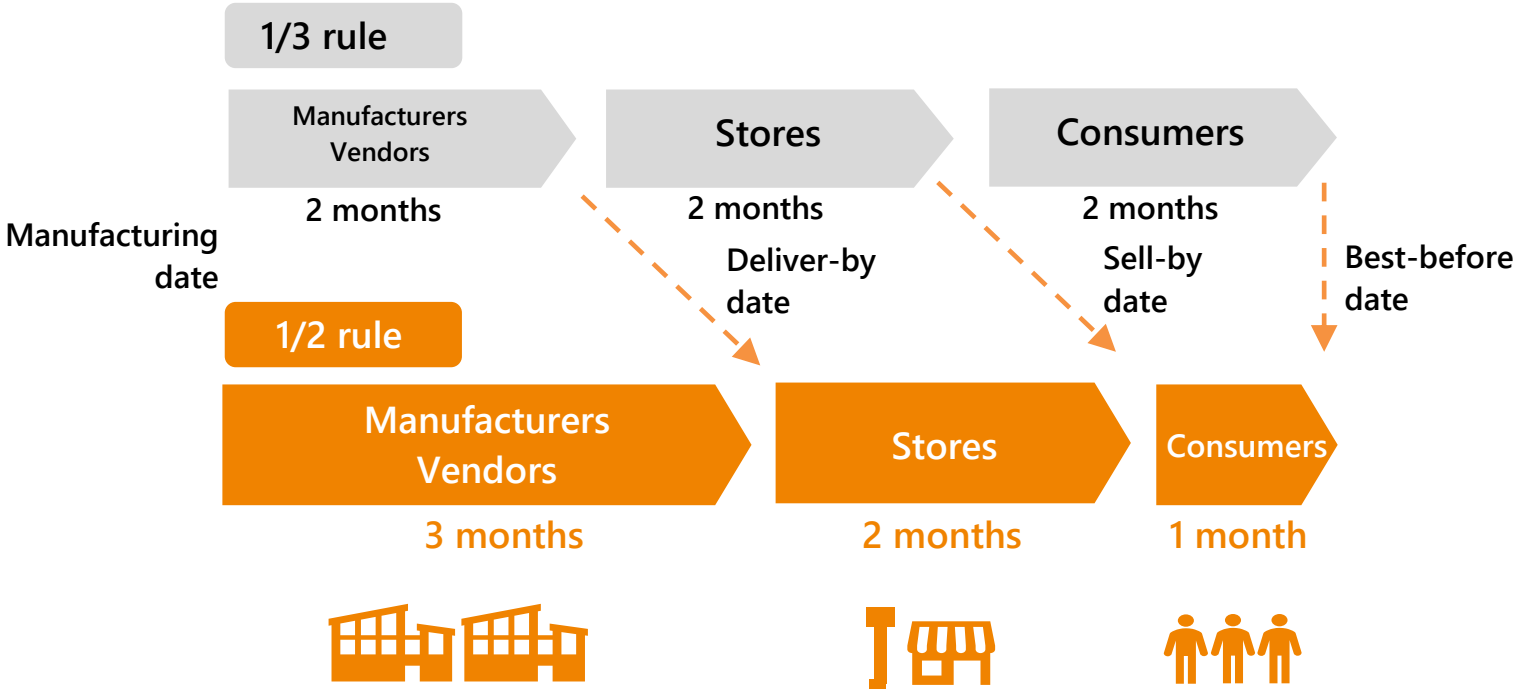
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Main actions at distribution

■ Revision of 1/3 rule

rollout from 2014

≪Example: a product with a best-before date of 6 months≫





Revise old “1/3 rule” to “1/2” to reduce food loss at delivery stage

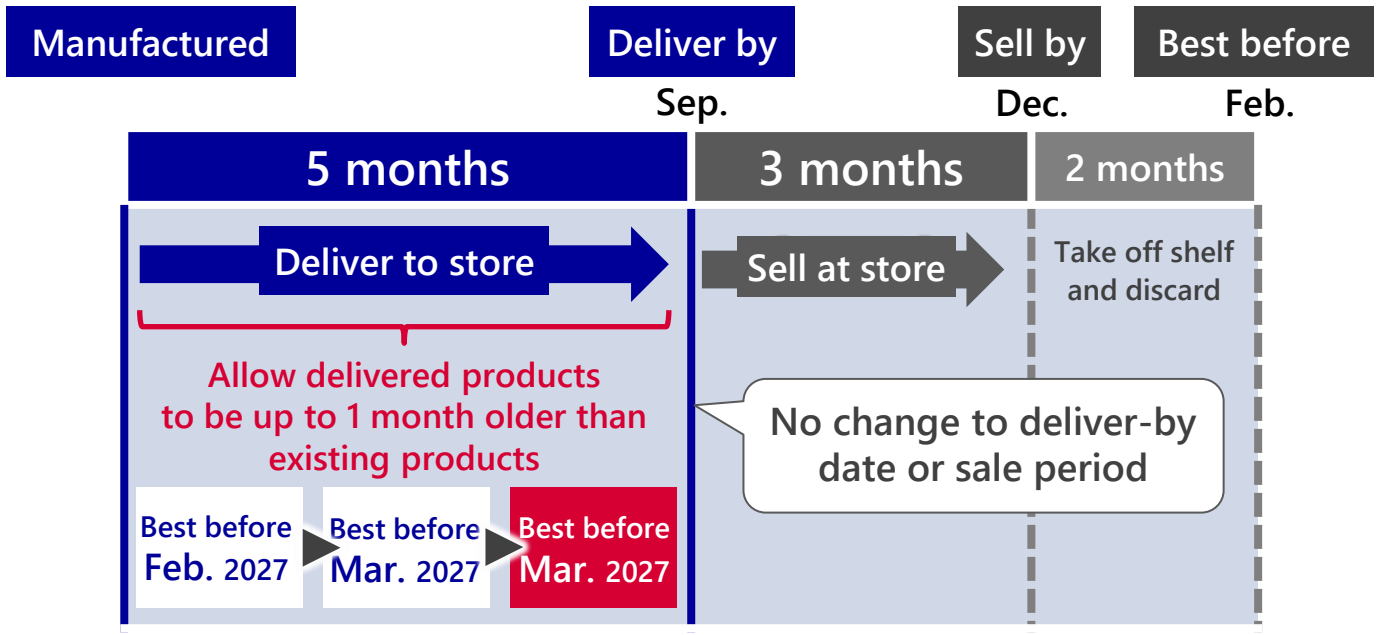
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Main actions at distribution

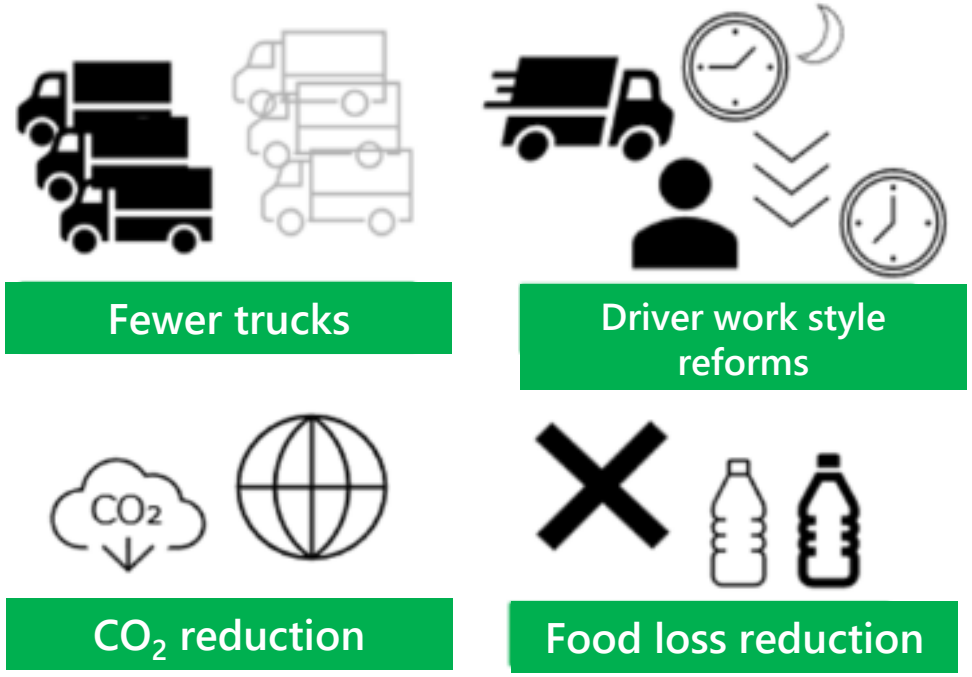
■ Relaxation allowing delivery of older soft drinks

rollout from Jul. 2026

≪Example: 500ml soft drink, best-before date Feb. 2027≫



Expected outcomes



In addition to “1/2 rule,” by allowing delivery of older products after newer products within deliver-by dates, we aim to reduce food loss etc. further

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Main actions at stores

■ “Ecodane” (lit. “It’s eco”) (discounting of products nearing expiry)

rollout from 2014





Emphasize environmental action over price tag

[name] Derived from “eco”

[color] Environmental green

[logo] Image of protecting Earth



ジャパン

げ販売）で食品ロス削減！

境」「地域」「人財」の「4 Visions」を
コだ値」を全国の加盟店へ推奨。恥ずか
しさから「値引きシール」を貼った商品を避ける消費者もいるため、「安さ」ではなく「環境」をイメージしたシー
ルを作成。販売期限の迫った商品の販売促進のほか、期限切れによる欠品を減少。対象商品購入者には協力への感謝
を伝えるといった取り組みも進めています。

Recipient of 2024 Commissioner of the Consumer Affairs Agency Award



〈「エコだ値」の考え方〉



〈加盟店による声かけ〉

In addition to efficacy of food loss reduction, our efforts leading to consumer awareness/behavior change were praised

We aim to continuously combine social value of lessening environmental waste with **economic value** by reducing costs of waste, not just “sell things cheap.”

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“Food Drive” actions

At stores



As part of the “食の環” project



824 stores as of Feb. 2026

(17 prefectures, 2 wards, 54 cities, 12 towns)

At headquarters and regional offices

Certain images have been removed for the published version.

2 times each
at 31 locations
in FY2025

Upon refurbishment etc.

Certain images have been removed for the published version.

313 times
in FY2025

Member stores (regional offices and headquarters) act as regional bases to collect surplus food from households. Received food is given to charity groups and then to people in need.

FY2021–FY2025 total donated food weight approx. **654 ton** (includes daily goods)

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Building a joyful future, together

Challenge to build a new scheme: Fresh food donations

セブン-イレブン

消費者庁
Consumer Affairs Agency, Government of Japan

FY2025 Consumer Affairs Agency demonstration project: Convenience store community pantry

◆ Overview

Donate fresh food (fit for consumption) passed sell-by date but within use-by date to people in need, instead of discarding it

◆ Period

October 21, 2025 ～ January 31, 2026

◆ Participating stores

3 stores (1 each from Nagoya, Sendai, Chiba)

◆ Donation process

1. Government decides who is eligible
2. Participants receive food directly from stores using dedicated app



In collaboration with the Consumer Affairs Agency, using strengths and insights of public and private, we're challenging ourselves to build a scheme that both addresses food loss and supports people in need of food

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Building a joyful future, together

Food loss reduction is not something achievable by only our activities.
We need to share the challenges with the entire supply chain, from ingredient procurement to manufacturing, distribution, stores and customers, and combine solutions from these stages.

Seven-Eleven Japan is formulating systems to reduce food waste, and systems to deliver food to people in need, while deepening relationships between member stores, suppliers and communities.

We will continue to contribute to solving society's challenges through our activities, using our community-based stores as our strength.

