

JOINT PRESS RELEASE**JAL and Japan Post support Rakuten Global Market to offer Hong Kong, Taiwan and Singapore shoppers taste of exclusive Japanese desserts**

*Cool EMS service to Hong Kong, Taiwan and Singapore begins from 17 June,
promotional delivery offer until 30 June*

Tokyo, June 13th, 2014 — From 17 to 30 June 2014, fans of Japanese sweets in Hong Kong, Taiwan and Singapore will be able to satisfy their cravings with refrigerated and frozen Japanese desserts direct from Japan, through the [Rakuten Global Market](#), the international shopping website of Rakuten, Inc. (hereafter Rakuten). Japan Airlines Co., Ltd (hereafter JAL) and Japan Post Co., Ltd (hereafter Japan Post) will support the express delivery of exclusive Japanese desserts, with Cool EMS service developed by the three companies.

Japanese desserts are famous for their exquisite taste and beautiful decorations, and have garnered a loyal following worldwide. Unfortunately for overseas fans, while desserts stored at room temperature may be easier to acquire, those that have to be refrigerated or frozen are much harder to come by, as very few local supermarkets and suppliers are able to secure a regular supply of these delicacies.

To meet the growing demands of our international customers, [Rakuten Global Market](#) has launched a Cool EMS service to deliver premium Japanese sweets selected from Rakuten Ichiba's top 10 selling merchants, to shoppers in Hong Kong, Taiwan and Singapore. Customers can choose from over 40 desserts, including Prince Rollcake from Mon Cher, Éclair Art from Louange Tokyo, and Roll Cake Tower from Irina.



Prince Rollcake from Mon Cher



Éclair Art from Louange Tokyo



Roll Cake Tower from Irina

This is part of “[Discover Gourmet Japan](#)”, an event on [Rakuten Global Market](#) dedicated to helping food lovers discover exotic Japanese flavours. Other products offered here include premium frozen seafood, fruits and sake selected from Rakuten Ichiba merchants. The marketplace will continue to explore partnerships with more food merchants, as it aims to introduce more Japanese delicacies to the world.

The Cool EMS service is the result of a collaboration between **Rakuten, Japan Post** and **JAL**, to deliver temperature-sensitive products globally, beginning with Hong Kong, Taiwan, and Singapore.



From 17 – 30 June, shoppers from Hong Kong, Taiwan and Singapore can enjoy a promotional delivery rate when ordering their refrigerated or frozen Japanese desserts from “[Discover Gourmet Japan](#)”, more details below.

Rakuten Global Market Cool EMS Promotion

From 17 to 30 June 2014, place your order for refrigerated or frozen Japanese desserts on [Discover Gourmet Japan](#), and save over 50% with our special promotional delivery rate starting from TWD 263. All orders will arrive from 10 July 2014 onwards.

About Rakuten Global Market

Since 2008, Rakuten Global Market has been offering international shipping to users outside of Japan for a wide range of goods, including fashion items, accessories, toys and games, to customers in more than 210 countries around the world.

About Cool EMS service

Cool EMS service developed by JAL and Japan post in April 2013, is a express delivery service at constant temperatures (0~10 degree Celsius) or below minus 15 degrees Celsius (Frozen type), using refrigerated containers and refrigerants, to **Hong Kong, Singapore, Taiwan and Malaysia**. It takes approx. 72 ~ 80 hours from acceptance of the items to delivery. For more information, please visit:

http://www.post.japanpost.jp/lpo/coolems/index_en.html

ENDS

For media enquiries, please contact:

Rakuten Ichiba PR Department: +81-(0)50-5817-0811

JAL press office: +81-(0)3-5460-3105/3109

Japan Post press office: +81-(0)3-3504-9798