

MITSUKOSHI FRESH

MITSUKOSHI FRESH

Under the concept of “A Feast of Your Senses,” the store aims to be a supermarket which not only sells goods but can also be enjoyed by all five senses. The store will respond to daily needs of customers with high-quality proposals, especially in the bakery, fruit, vegetable, meat, and fish sections, taking new initiatives unique to the Isetan Mitsukoshi Group’s concept.

Uniqueness I Exclusive bakery brand



*Conceptual drawing

Aiming to be a store where customers can enjoy delicious bread and pastry every day, the supermarket will launch a bakery brand, “The Bakery,” in collaboration with a local company that produces bread on an original equipment manufacturing (OEM) basis for luxury hotels in Manila. The supermarket will offer more than 100 types of high-quality bread and pastry, including bread that is unique to Japan, such as thick-sliced white bread and deep-fried “curry bread” filled with Japanese curry.

Uniqueness II Salad bar in collaboration with “WILDFLOUR CAFÉ + BAKERY”



*Conceptual drawing

In response to the recent increase in health consciousness, especially in urban areas of the Philippines, the salad bar using fresh ingredients has been developed with “WILDFLOUR CAFÉ + BAKERY,” a popular local café restaurant. In addition to high-quality salads, MITSUKOSHI FRESH will offer fresh juices and prepared vegetable dishes.

Uniqueness III Fresh meat and fish served through in-store kitchen



*Conceptual drawing

At the meat and fish sections, the supermarket is also cooperating with tenants opening their first stores in the BGC area. In the Filipino market where high-level freshness is required, MITSUKOSHI FRESH will provide safe and secure fresh products by controlling freshness according to Japanese standards, and will also have an in-store kitchen where supermarket staff customize the fresh products according to the customers’ preferences. The store also plans to offer fresh fish and sashimi, which are hard to find in the Philippines, by airfreighting them from Japan.

Uniqueness IV Carefully selected Japanese imported groceries



*Conceptual drawing

MITSUKOSHI FRESH will also offer more than 1,000 kinds of imported groceries from Japan, including Isetan Mitsukoshi’s own products “ISETAN MITSUKOSHI THE FOOD.” In addition to popular brands in the Philippines, the supermarket will also offer high-end groceries that are difficult to find in the Philippines. In the frozen food category where demand is increasing due to lifestyle changes, MITSUKOSHI FRESH’s private brand products such as ramen, gyoza (dumplings), and karaage (Japanese fried chicken) will be launched to make it easier for customers to enjoy Japanese food.