

A Promotional Operation of the Temporary Direct-Sale System by the MAFF
“The Marche Japon Project”

~A project producing a new urban lifestyle~
“Hills Marche” is now open

From Sep. 26, the Marche will be held at Akasaka ARK Hills on Saturdays

As part of the “Marche Japon Project*,” which is promoted by Japan's Ministry of Agriculture, Forestry and Fisheries (MAFF), Mori Building Co., Ltd. holds the Hills Marche every Saturday at the Karajan Plaza in ARK Hills, a main venue, starting on September 26 (Sat).

The best quality foods are concentrated in the cities, and the Hills Marche realizes this. Cities have concentrations of various foods delivered from different places around the country. Under the company's "Vertical Garden City" concept, Mori Building aims to develop cities where people can fully enjoy life and as one of Mori Building's representative activities, Hills Marche (morning market) will now be held on a regular basis.

The Marche enhances the value of urban life, in which residents enjoy high quality food products delivered from various areas around the country.

By introducing their carefully grown products directly to urban residents, experts of farming can demonstrate their commitment to the products and the excellence and importance of producing food materials and can also discover a new market. The Marche offers this kind of opportunity.

Cooking experts can also play a role to generate a connection between production areas and products and urban residents by performing cooking using high quality foods with their technique and sense. Again, the Marche offers this kind of opportunity.

The Marche is a place where different kinds of people gather and meet each other. Visitors can taste new foods and have experiences and communications that they have never had before. With food as the core concept, the Hills Marche is organized with the aim of enhancing the quality and value of urban life.

Living in cities does not necessarily mean living without nature because urban residents can taste and enjoy more different natural products. It is important to produce a varied living environment in urban areas.

At Hills Marche, the nation's freshest food products and the best tasting cuisine are awaiting its customers.

■ **Shoppers see the faces of producers**

Hills Marche sells farm products such as seasonal vegetables and fruits with the best quality in the industry, which are directly delivered from pioneer farmers or production groups. Moreover, based on the idea to have shoppers enjoy shopping for not only vegetables but also flowers, there are flower seedlings produced in Tokyo and the surrounding areas (local production for local consumption) and others that are qualified with “MPS-ABC Certification,” a qualification for products of producers who care about the country's environment. At 16 stalls in the Marche, fresh, assorted food products are sold such as fresh breads, processed food, etc.

(Please refer to additionally enclosed information)



Mr. Shimota from Shimota Farm



Mr. Fujiwara from Fujiwara Farm



Mushrooms from North Line



MPS-certified flowers

[Hills Marche Schedule]

Date: Every Saturday (Started on September 26, 2009)
 *Closed on Jan. 2 and Feb. 20
 Time: 10:00 a.m. - 2:00 p.m. (as scheduled)
 Place: ARK Karajan Place, ARK Hills
 Sponsor: Mori Building Co., Ltd.



■ Hills Marche's unique gourmet –fresh vegetables are directly cooked at restaurants –

A restaurant next to Ark Karajan Place, a venue of the Marche, opens at 10:00 am, coinciding with the opening time of Hills Marche, and offers a special menu available only on the day of the Marche. Italian restaurant “Plates” offers a special service whereby customers can purchase and bring fresh vegetables from the Marche, and the restaurant will use these to prepare their pizza or pasta on order (fees apply).

Restaurants	Special menus arranged for the Marche
Plates	Gnocchi pasta with ten vegetables and purple potato (buffet set 1500 yen) With the image of a jewel box, the pasta is colorfully decorated with ten vegetables and gnocchi made of purple potatoes. The sweetness of the vegetables contributes to the great taste. [Vegetables from the Marche can be brought in] The restaurant cooks custom-made pizzas and pastas (5 dishes a day).
Soup Stock Tokyo	Marche's vegetables are specially topped on Tokyo Borscht (regular-size cup: 610 yen), which is their most popular menu.
Turandot	Breakfast rice gruel, Lurou fan (or minced pork rice) (both 300 yen)
AUX BACCHANALES	Salad Marche with fresh vegetables (1200 yen), Soup with autumn vegetables and lentils (1050 yen), Focaccia with seasonal vegetables, etc.
M Café de Chaya	Organic soy banana juice (500 yen) Made with organic banana. No eggs, milk products or white sugar are contained. Natural sweet flavor from banana and soy milk produces a great taste.
Andersen	Focaccia with tomato and olives (347 yen), Focaccia with broccoli and bacon (336 yen) Breads are freshly cooked in ovens.
Ark Hills Cafe	Traditional American food is arranged in a modern style, catering to customers' demands with service to meet their eating habits. [Newly opens on Sep. 28 (Mon) / Pre-opens on Sep. 26 (Sat)] On Sep. 26, organic vegetable curry is served in the café (580 yen).

■ Hills' Marche's original events

While customers can always find farm-direct products such as vegetables and flowers at Hills Marche, they can also enjoy original events and services there. The events include not only concerts and performances but also special sales of processed foods, which are recommended by the chefs of restaurants in Ark Hills, basket-style bags that will make your shopping more enjoyable, and recipe books full of cooking ideas. There are also specific areas for children and pets to enjoy themselves.

○ **“Farmers’ Challenge Booth,” where young farmers prove their ability.**

While it is said that currently 65% of farmers are over 60 years old, a lot of young, energetic farmers are showing devotion to their jobs. The Marche has a booth where farmers who are working hard on organic farming with their families and staff can show their efforts weekly. At Hills Marche, visitors can learn about the farmers’ thoughts on their work and on growing farm products.

○ **Chef Wakiya’s recommended products from local areas**

Chef Wakiya, an owner of the famous Chinese restaurant in Ark Hills called “Turandot”, recommends local products of Hokkaido and Akita. Among Hokkaido products, the chef has selected vegetable pickles and jams, and among Akita products, the chef has chosen farm-produced tomato ketchups and home-made Chinese chilli bean sauce made of Japanese broad bean. “Komachi noodle,” which has a springy texture that is made of Akitakomachi, one of the popular rice brands in Japan, is also sold.

○ **Basket-type bag from “Fairtrade”, a variety shop**

Customers are recommended to use basket-type bags for their shopping at the Marche and there is an option to purchase bags at the Marche with cute design that are large enough to hold many vegetables. They are very strong and all are hand-made with natural materials. These eco-bags can be used for picnics, outdoor activity, or for decorative purposes.

○ **Food culture books and items**

Books and items related to food culture such as kitchen and cooking materials are on sale at the Marche.

○ **“Kitchen Dogs”, a healthy deli for dogs (Jiyūgaoka) (*Sep. 26, Oct. 3, 10, 17, 24)**

From seasonal vegetables to meat and fish cuisine, Kitchen Dogs offers various deli menus weekly and original biscuits that are home-made with no preservatives or artificial products. Natural care products, pet goods, and herb supplements designed by herbalists for pets are also available. Many popular items from the Jiyugaoka shop can be found.

○ **BourneLund Kids Club (* Sep. 26)**

Kids Marche booth is an area where kids can play with wooden fruits and vegetables and can pretend they too are shopping at the Marche.

○ **“Tokyo Buskers”Marche Parade (* Sep. 26)**

With support from Suntory Hall, the Marche Opening Parade is held by seven performers from the brass quintet of the Tokyo Symphony Orchestra, a drummer and a bagpipe player. Their music fills the venue with rhythm and energy.

○ **Morning yoga at Karajan Place (* Oct. 10, 17, 24 9:00 am – 9:45 am)**

Maintain your health with exercise before the Marche opens. Morning yoga is available.

(Instructor: Myers Yukino)

○ **Flower arrangement class**

(*Oct. 24, 31)

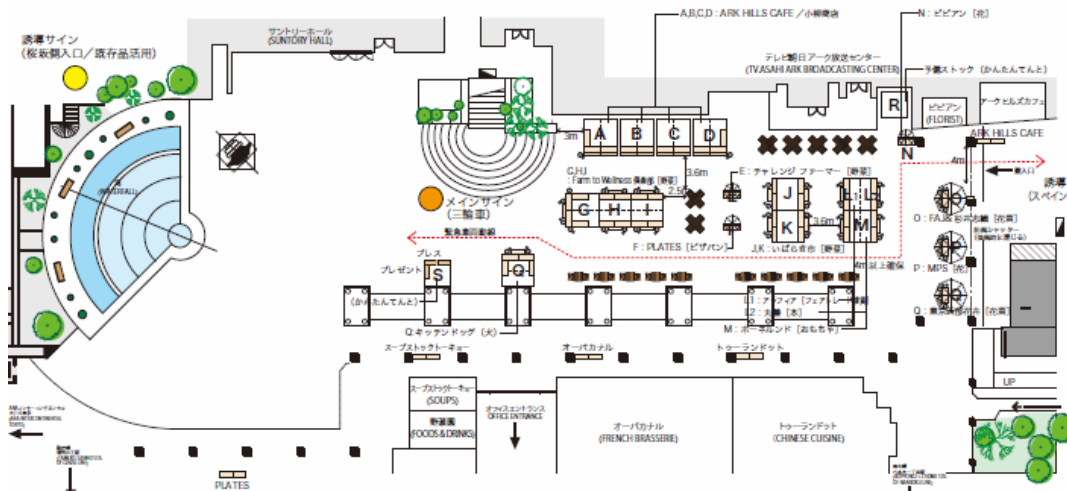
Flower arrangement classes using autumn nuts and small flower arrangements for Halloween will be held at the flower sales booth in the Marche.

○ **Hand-made pumpkin bread class**

(*Oct. 31)

“Andersen”, a bakery at Karajan Place, will hold a special bread cooking class for children at the elementary school.

■ **Layout of Hills Marche (Ark Karajan Place in Ark Hills) *this is the current layout.**



* What is “Marche Japon Project”?

In order to support direct sales of farm products in urban areas by offering promotional subsidies, MAFF has launched the project that aims to develop markets (Marche). Temporary facilities like stalls are placed at parks and farmers can sell their products. Marche operators prepare for their sales such as offering stall spaces to farmers and arranging venues, and they must hold the Marche throughout the year.

To achieve goals to improve the profit of farmers, create new spaces in cities filled with culture and heartiness, and to enhance the activities of local communities, it is expected that the project will boost the farmers’ morale by providing opportunities for connections to their consumers.

For inquiries or information regarding this press release please contact:
Mori Building Co., Ltd. Public Relations (attn. Morisawa/Ikki)
Address: Roppongi Hills Mori Tower, P.O. Box 1, 6-10-1 Roppongi, Minato-ku, Tokyo
TEL: 03-6406-6606 FAX: 03-6406-9306 E-mail: koho@mori.co.jp