

February 27, 2014

Ministop Opens its 400th store

Ministop, owned and operated by Robinsons Convenience Stores, Inc. (RCSI) opens its 400th store today, February 27, 2014, at the Ground Floor of Trion Towers, Bonifacio Global City (BGC), Taguig City. RCSI is a subsidiary of Robinsons Retail Holdings, Inc. This store opening is strategic given the rapid rise of BGC to become one of the country's premier commercial and business districts.

The store will feature the new look of Ministop with its warm interiors and hip new design that will make the shopping and dining experience more pleasurable for its customers.

Ministop operates 24 hours a day, seven days a week.

Ministop is one of the leading convenience stores in Japan. It is the second-largest convenience store chain in the Philippines. It opened its first store in December of 2000, when it entered into a Joint Venture Agreement with Ministop Co. Ltd ("Ministop Japan") and Mitsubishi Corp.

Ministop's strength is in its freshly prepared ready-to-eat food, which includes the best-selling "Uncle John's Fried Chicken" as well as the Kariman, Chillz, My Sundae and Toppers. Ministop also has a private label under the "My Choice" brand launched in 2012.

Ministop targets to end 2014 with over 500 stores.

Signed:



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