

2023

Date	Main Business Entity	Initiative Theme	Details of the Initiative
December 17	Sapporo Beer	General Support	Sponsored and participated in the "Umi Hotaru Lighting Ceremony" in Onagawa Town, Miyagi Prefecture.
December 3	Sapporo Beer	General Support	Sponsored and participated in the "Onagawa Winter Festival" in Onagawa Town, Miyagi Prefecture.
November 5	Sapporo Beer	General Support	Sponsored the "Kesenuma Camellia Marathon" in Kesenuma City, Miyagi Prefecture.
November 3 & 4	Sapporo Beer	General Support	Participated and sponsored the "Autumn Taste Festival" at Michi-no-Eki Ryozen in Date City, Fukushima Prefecture, together with Onagawa Town, Miyagi Prefecture.
November 2	Sapporo Holdings	Next Generation Development	Received a certificate of appreciation from the principal for past support at the 100th anniversary ceremony of the founding of Minamisanriku High School in Minamisanriku Town, Miyagi Prefecture.
October 29	Sapporo Beer	General Support	Sponsored and participated in the "Autumn Harvest Festival" in Onagawa Town, Miyagi Prefecture.
October 27	Sapporo Holdings	General Support	Donated drinking water for typhoon flood relief in Iwaki City, Fukushima Prefecture.
October 18	Sapporo Beer	General Support	Sponsored and participated in the maintenance of the flower beds in front of Onagawa Station, Miyagi Prefecture.
September 30	Sapporo Beer	General Support	Sponsored and participated in the opening ceremony of the "Hama-Kaze Trail" that extends from Soma City in Fukushima Prefecture to Mutsukinai in Iwaki City.
August 12	Sapporo Beer & Pokka Sapporo Food	General Support	Sponsored and participated in the "Natori Summer Festival" in Natori City, Miyagi Prefecture.
August 5	Sapporo Beer & Pokka Sapporo Food	Next Generation Development	Sponsored the "Open Campus" for recruiting students from outside the prefecture at Minamisanriku High School in Minamisanriku Town, Miyagi Prefecture.
July 28	Sapporo Real Estate Development Sapporo Beer	Information Dissemination	Supported and participated in the "Fukushima Peaches" PR and sales event hosted by Fukushima Prefecture at Sapporo Factory Atrium.
July 30	Sapporo Beer	General Support	Participated and sponsored the "Minato Festival" in Onagawa Town, Miyagi Prefecture, together with Reizan Promotion Corporation.
July 28	Sapporo Real Estate Development Sapporo Beer	Information Dissemination	Supported the hosting of the "Fukushima Peaches" PR and sales event at Sapporo Factory Atrium, hosted by Fukushima Prefecture.
June 10 & 11	Sapporo Real Estate Development Sapporo Beer	Information Dissemination	Supported the hosting of the "Fukushima Festa" at Ebisu Garden Place, hosted by Fukushima Prefecture.
April 25	Sapporo Beer	General Support	Sponsored and participated in the maintenance of the flower beds in front of Onagawa Station, Miyagi Prefecture.
April 12	Sapporo Beer	Next Generation Development	Students from Yoshihisa Yoshihisa Academy in Otsuchi Town, Iwate Prefecture visited the company. Cooperated in selling wakame, a local specialty of Otsuchi Town, which students had planted, harvested, and salt-preserved.
April 8	Sapporo Beer	General Support	Sponsored and participated in the "Natori Spring Festival" in Natori City, Miyagi Prefecture.
March 26	Sapporo Beer	General Support	Sponsored and participated in the "Spring Festival" in Onagawa Town, Miyagi Prefecture.
March 18 & 19	Sapporo Beer	General Support	Participated and sponsored the anniversary festival at Michi-no-Eki Ryozen in Date City, Fukushima Prefecture, together with Onagawa Town, Miyagi Prefecture.
March 11	Sapporo Holdings	Information Dissemination	Participated in the 3.11 memorial and flower-laying in the disaster-affected areas of Iwate, Miyagi, and Fukushima Prefectures.
February 15	Sapporo Beer	Product Consumption	Supported the business meeting for the "Onagawa Town Produced Ingredients & Seafood Processing Products" market development project in Onagawa Town, Miyagi Prefecture.
January 21	Sapporo Real Estate Development Sapporo Beer	Information Dissemination	Supported and participated in the "Dried Persimmon" PR and sales event hosted by Fukushima Prefecture at Sapporo Factory Atrium.
	Sapporo Real Estate Development Sapporo Beer	Information Dissemination	Displayed tourism posters of the three disaster-affected prefectures at the hexagonal kiosk in Ebisu Garden Place.

2022

Date	Main operating companies	Themes	Activities
Dec. 4	Sapporo Breweries	General support	Sponsored and participated in the "Umihotaru Lighting Ceremony" held in Onagawa, Miyagi Prefecture
Dec. 4	Sapporo Breweries	General support	Sponsored "Attage Hoya Boya" in Kesenuma City, Miyagi Prefecture
Nov. 11	SAPPORO LION, Sapporo Breweries	General support	Support for holding the "Otsuchi-cho Network Exchange Meeting" hosted by the town of Otsuchi-cho, Iwate Prefecture
Nov. 8	Sapporo Breweries	General support	Sponsored and participated in flowerbed maintenance in front of Onagawa Station, Miyagi Prefecture
Nov. 6	Sapporo Breweries	General support	Sponsored "Kesenuma Camellia Marathon" held in Kesenuma City, Miyagi Prefecture
Nov. 6	Sapporo Breweries	General support	Participated in the "Autumn Taste Festival" held at Ryozen Roadside Station in Date City, Fukushima Prefecture, with Onagawa Town, Miyagi Prefecture
Oct. 23	Sapporo Breweries	General support	Sponsored and participated in "Autumn Harvest Festival" in Onagawa Town, Miyagi Prefecture
Oct. 13	Sapporo Holdings	General support	Received a letter of appreciation for the earthquake disaster reconstruction support from the mayor of Ofunato City, Iwate Prefecture, at the "70th anniversary of the city's establishment as a municipality"
Sep. 27	Sapporo Holdings, Sapporo Breweries, POKKA SAPPORO Food & Beverage, SAPPORO REAL ESTATE	Nurturing of the next generation	Students from Kirikiri Gakuen in Otsuchi Town, Iwate Prefecture visited the Company. Cooperated in the sale of self-made "wakame" at Yebisu Garden Place Center Square using shareholder donation. Conducted work-study program at POKKA SAPPORO FOOD & BEVERAGE.
Sep 3 and 4	SAPPORO REAL ESTATE, Sapporo Breweries	Information dissemination	Assisted in holding Fukushima Prefecture-sponsored "Fukushima Festa" at Yebisu Garden Place
Aug. 6	Sapporo Breweries	General support	Sponsored and participated in "Natori Summer Festival" in Natori City, Miyagi Prefecture
Jul. 29	SAPPORO REAL ESTATE, Sapporo Breweries	Information dissemination	Supported and participated in the PR and sales event of "Fukushima peaches" organized by Fukushima Prefecture at the Sapporo Factory Atrium
Jul. 24	Sapporo Breweries	General support	Sponsored and participated in the "Minato Festival" in Onagawa Town, Miyagi Prefecture
Jul. 14	Sapporo Holdings	Nurturing of the next generation	Advisor Takashima held a special class at Tsukidate Junior High School in Date City, Fukushima Prefecture.
Jun. 5	Sapporo Breweries	General support	Sponsored "Oshika Challenge Ride" in Ishinomaki City and Onagawa Town, Miyagi Prefecture
May 28	Sapporo Breweries	General support	Sponsored and participated in the "100th Anniversary Fukko-ichi Grand Thanksgiving Festival" in Minamisanriku-cho, Miyagi Prefecture
Apr. 20	Sapporo Breweries	General support	Sponsored and participated in flowerbed maintenance in front of Onagawa Station, Miyagi Prefecture
Mar. 20	Sapporo Holdings, Sapporo Breweries	General support	Sponsored and participated in the anniversary festival of Ryozen Roadside Station in Date City, Fukushima Prefecture
Mar. 11	Sapporo Holdings	General support	Participated in 3.11 memorial services and floral tributes in Iwate, Miyagi, and Fukushima prefectures
Mar. 5	Sapporo Breweries	General support	Sponsored "San San Shopping Street 5th Anniversary Festival" in Minamisanriku-cho, Miyagi Prefecture
Jan. 25	Sapporo Breweries	General support	Sponsored "Irodori Natori" organized by Natori City, Miyagi Prefecture
Jan. 26	SAPPORO REAL ESTATE, Sapporo Breweries	Information dissemination	Displayed tourism posters of the three disaster-stricken prefectures at a six-corner kiosk on the advertising tower in Yebisu Garden Place