



July 14, 2022

Yamato Transport Co., Ltd.

## **Yamato Transport Establishes Distribution Scheme for "MOS Online Shop - Life with MOS -" Direct Sales Site to Be Launched on July 19, 2022**

**Home delivery of products utilizing Yamato Transport's three-temperature-zone  
logistics network including transport/delivery, warehousing**

Yamato Transport Co., Ltd. (Headquarters: Chuo-ku, Tokyo; Representative Director and President: Yutaka Nagao, hereinafter "Yamato Transport") has established a distribution scheme for "MOS Online Shop - Life with MOS -," a direct sales website to be launched on Tuesday, July 19, 2022, by MOS Food Services, Inc. (Headquarters: Shinagawa-ku, Tokyo; Representative Director and President, Eisuke Nakamura, hereinafter "MOS Food Services"), which operates MOS BURGER. Yamato Transport will deliver a wide variety of MOS BURGER products—including refrigerated and frozen items—to homes any time, safely and reliably, utilizing its three-temperature-zone (room temperature, refrigerated, and frozen) transport and delivery network and warehouses.

### **1. Background and Purpose of the Scheme**

Recently, the need for direct-to-consumer (D2C) food products—which enable customers to eat what they want in the comfort of home—is on the rise, and more and more companies are entering the market as a result. Meanwhile, unlike the conventional cold chain where products are transported by the case, such as store deliveries, detailed logistics work is required in serving each individual customer, a characteristic unique to D2C.

In 2022, MOS Food Services is celebrating the 50th anniversary of the opening of its first MOS BURGER restaurant in 1972. The company was considering developing a proprietary e-commerce site as a new business under the MOS brand, long a customer favorite. The challenge it faced was to formulate a new distribution scheme that would enable rapid, safe product delivery in multiple temperature zones directly to customers while utilizing the existing distribution network for stores.

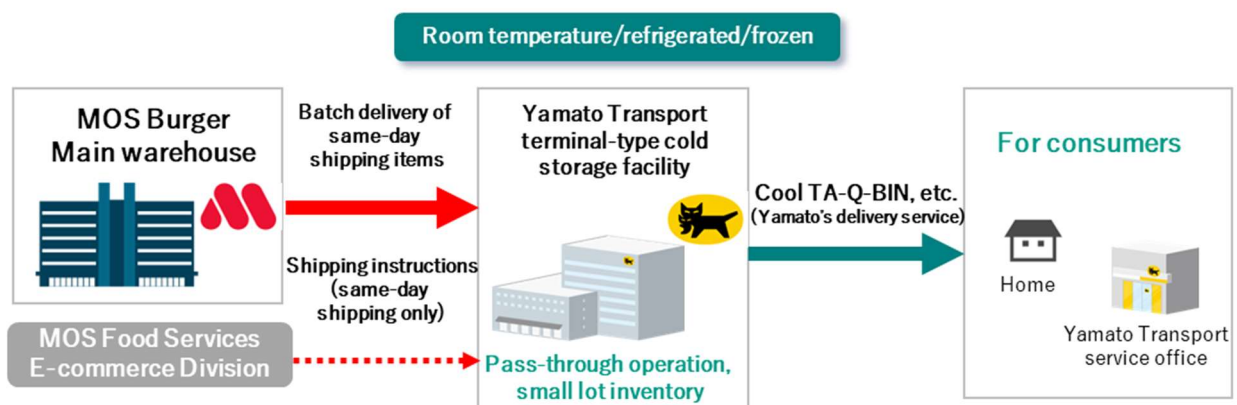
Yamato Transport leverages its nationwide logistics network—including transport and delivery and warehouses in three temperature zones (room temperature, refrigerated, and frozen)—in

providing total logistics support to corporate clients across the breadth of the supply chain, from upstream to downstream business processes. It has cultivated this network since the launch of Cool TA-Q-BIN in 1988. The new integrated operation of the "MOS Online Shop - Life with MOS -" from product storage to delivery to customers enables the handling of multiple products in different storage temperature zones and has further facilitated a product lineup that meets the preferences of a wide range of customer types.

## 2. New Distribution Scheme

### 1) Key Features

- a. Handling of a variety of product lineups is enabled by product storage and shipping operations performed at a base integrating a sorting terminal and three-temperature-zone cold storage functions.
- b. Scattering of inventory is minimized by moving only same-day shipments or hot-selling products from the main warehouse to the cold storage warehouse.
- c. Shipping operations that combine various types of products in a short period of time is enabled through a digital assort and other systems.



### 3. Summary of "MOS Online Shop - Life with MOS -"

This online store values the notion of "safe, healthy and delicious food," and aims to deliver specialties unique to MOS BURGER directly to customers. This includes everything from items that can be enjoyed with an extra process of using vegetables available at home to those that can be easily prepared in a microwave oven.

- 1) **Site name:** "MOS Online Shop - Life with MOS -"
- 2) **URL:** <https://ec.mos.jp/>
- 3) **Launch of sales:** 10 a.m. on Tuesday, July 19, 2022
- 4) **Products:** Approximately 30 lifestyle food and lifestyle items, including exclusive online menu items, will be available for purchase, with plans to expand the lineup sequentially.



MOS Online Shop - Life with MOS -  
Key visual



Online store exclusive food items: "Awaji Island Sweet Onion Soup" (left), "MOS Rice Burger with a Twist (Yakiniku)" (top right), and exclusive delivery box (bottom right).

### 4. Future Development

Yamato Transport will continue to construct an efficient logistics scheme in the D2C domain, with the objective of contributing to the sustainable domain by enhancing customer satisfaction for both business operators and purchasers and mitigating food loss and environmental concerns.

## **Contact**

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## **Related press release**

MOS Food Services, Inc.

URL: [https://www.mos.co.jp/company/pr\\_pdf/pr\\_220714\\_1.pdf](https://www.mos.co.jp/company/pr_pdf/pr_220714_1.pdf) (Japanese)

## **Reference:**

About MOS Food Services, Inc.

As of the end of June 2022, MOS Food Services, Inc. (Representative Director and President: Eisuke Nakamura) operated 1,253 MOS BURGER specialty hamburger restaurants under the franchise system. The company is consistently committed to delivering products that value the concept of "safe, healthy and delicious food" with "cordial service and a smile." It is implementing its management vision, which is to "make people happy through food," and promoting the business under theme of "bringing stores closer and creating stores that are loved even more" through efforts such as the after-order system (cooking the food after the order has been placed) which has been maintained since the company's founding, and product development that respects Japanese food culture.

