



NEWS RELEASE

February 9, 2024
Yamato Transport Co., Ltd.

Kuroneko and Shironeko Characters to Feature on Collaboration Cakes at FamilyMart from February 20 to Commemorate Cat Day

Yamato Transport Co., Ltd. (Headquarters: Chuo-ku, Tokyo; Representative Director and President: Yutaka Nagao), in its first collaboration with FamilyMart Co., Ltd. (Headquarters: Minato-ku, Tokyo; Representative Director and President: Kensuke Hosomi, hereinafter "FamilyMart"), is to supervise the Kuroneko Chocolate Cake to be released by FamilyMart on February 20, 2024. This new product is based on the Yamato Group's Kuroneko and Shironeko (black cat and white cat) characters and will be sold at FamilyMart stores across Japan as one of the 19 original products*¹ to be released in the Operation Family-Nyaato promotion, coinciding with Japanese National Cat Day, which falls on February 22.

*1 Other products will be released gradually beginning February 13.



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1. Product Overview

- (1) Product name: Kuroneko Chocolate Cake
- (2) Price: 417 yen (450 yen including tax)*²
- (3) Release date: February 20, 2024 *Limited-run product
- (4) Sales outlets: FamilyMart stores across Japan*³

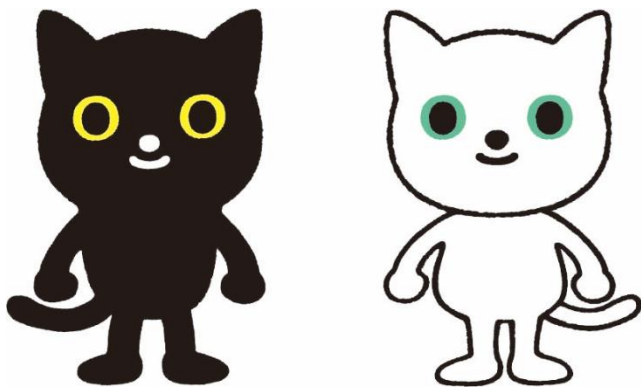
(5) Description: A cake featuring the Yamato Group's characters. Chocolate biscuit and cream is placed on top of a sponge cake filling and coated with chocolate.

*2 This product is eligible for reduced tax, and therefore tax-inclusive prices are shown at 8% consumption tax.

*3 Some stores may not carry this product.

2. About the Kuroneko and Shironeko Characters

Kuroneko and Shironeko (black cat and white cat), official Yamato Group characters, were created in 1991, updated in 2019, and are widely used in areas such as advertising, promotional goods, web content, and official social media. Yamato Group aims to build an even deeper resonance and greater sense of mutual growth with these characters.



Kuroneko and Shironeko

Character creator

Chiharu Sakazaki

Profile

Chiharu Sakazaki is a picture book author and illustrator originally from Chiba, Japan. After graduating from the Tokyo University of the Arts, Department of Design, she began her career as a freelance illustrator in 1998, creating a number of ubiquitous characters such as JR East's Suica mascot penguin, Chiba Prefecture's mascot CHI-BA+KUN, and Daihatsu's mascot Kakushika. She also is known for many popular picture books, including "Penguin Gokoro" (The Penguin's Heart), "Penguin no Okaimono" (Shopping for Penguins), "Ganbare Chibi Gojira" (Go, Little Godzilla!), "Pi-chan to Watashi" (Pi-chan and Me), and the design book "About Illustration and Character Design."

3. Comment from Chiharu Sakazaki

I was really looking forward to this collaboration. When I first saw the Kuroneko chocolate cake, it was just painfully cute. It's the best because it's not just cute, it's tasty! My hope is that it will reach many lovers of the Kuroneko character.

Contact

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Reference

FamilyMart Co., Ltd.: To Commemorate Cat Day, February 22, Operation Family-Nyaato Launches on February 13 with 19 Cat-Themed Products (February 9, 2024)

URL: https://www.family.co.jp/company/news_releases/2024/20240209_01.html