# SDGs Sustainability News

## Bringing Smiles to Hokkaido Through Bread!
## Sustainability Initiatives by L'air bon inc.

L'air bon inc. (Headquarters: Sapporo, Hokkaido; President: Kiyoshi Kitajima; 71 stores in Hokkaido as of the end of September 2026; hereinafter "LB"), a group company of create restaurants holdings inc., launched the project "Bringing Smiles Through Bread" in 2022. This initiative aims to create a relational population with local community through diverse collaborations with local ingredients and schools. Here, we introduce three featured initiatives carried out in 2026.

## "Bringing Smiles Through Bread" in progress!

### Sales of New Products Made with 100% Hokkaido Wheat

**New Release on October 1, 2026!**




- Made with 100% carefully selected Hokkaido wheat for an exquisitely fluffy texture
- Sprinkled with coarse granulated sugar on top for a delightful crunchy texture

...Enjoy the contrasting balance of two distinct textures in every single bite.

**Offering a wide variety of safe, reliable, and flavorful products made with locally grown Hokkaido wheat!**

Having fulfilled strict criteria under the "Mugi Change!" initiative promoted by the Hokkaido Prefectural Government to transition from imported wheat to locally grown wheat,

**"L'air bon" bakeries were certified as a "Mugi Change Supporter Stores"**

(July 3, 2025)

### Hosting Parent-Child Bread Baking Workship

**Discovering the joy of baking and promoting food education. First session held for lower-grade elementary students with 11 participants (including parents)** (August 9, 2026)







"It was so much fun making bread in all kinds of shapes like rabbits, turtles, and dogs!"



### Participation in Beach Clean-up Activities

**Aiming for clean beaches where everyone can run barefoot, 53 LB employees participated across 8 locations in Hokkaido.**

(May 13, 2026)

"I noticed a lot of cigarette butts and plastic bottle litter. I definitely want to join again next year to make the beach even cleaner."

"We want to reduce the negative impact of microplastics on marine ecosystems!"

