



PRESS RELEASE

The Original, Handcrafted Gourmet Popcorn from Chicago

The World's First "Garrett Popcorn Shops" Cafe "Garrett cafe meets DOWNSTAIRS" Open for a Limited Time

New Mercedes-Benz brand information hub to launch on Thursday, May 1, 2014 at Tokyo Midtown

Japan Frito-Lay Ltd. announces that it will open "Garrett cafe meets DOWNSTAIRS" from Thursday, May 1 to early December, 2014 as part of "Mercedes me", a new Mercedes-Benz brand information hub to open on the same day at Tokyo Midtown. This will be the first cafe in the world from the original artisan Popcorn brand, Garrett Popcorn Shops, founded in Chicago. This collaboration is the result of Garrett Popcorn Shops and Mercedes-Benz having found that they have the common brand approach of insistence on authenticity.

"Garrett cafe meets DOWNSTAIRS" will be the first cafe in the world from Garrett Popcorn Shops, which has been serving handcrafted Popcorn made with secret family recipes in its Shops since arriving in Japan in February 2013.

Original menu offerings have been developed, combining innovative ingredients while maintaining the high standards of Garrett Popcorn. CaramelCrisp Ice Cream combines the popular CaramelCrisp™ flavor with graham crackers and ice cream, and Pop Pizza tops toast with CheeseCorn™, marinara sauce, and melted shredded cheese. These unique quick bites pair perfectly with special drinks offered exclusively at "Garrett cafe meets DOWNSTAIRS."



Image of the cafe



Original Menu

<Contact for general public inquiries>

Garrett Popcorn Shops Customer Service TEL: 0120(93)8805

Hours: Monday-Friday (except holidays) 9:00 AM-5:00 PM Website: <http://www.garrettpopcorn.com/>

Official Facebook page: <http://www.facebook.com/GarrettPopcornJP> Twitter: @GarrettBrandsJP

Garrett cafe meets DOWNSTAIRS Outline



[Address] Inside "Mercedes me" at Tokyo Midtown Galleria 1F,
9-7-4 Akasaka, Minato-ku, Tokyo

[Location] Direct link from Exit 8 of Roppongi Station, Toei Oedo Line

Direct link via underground passageway from Roppongi Station, Tokyo Metro Hibiya Line

Approximate 3-minute walk from Exit 3 of Nogizaka Station, Tokyo Metro Chiyoda Line

[Open Hours/Holidays] 11:00~21:00 (20:30LO)

/ Holidays are depending upon the schedules of Tokyo Midtown.

[No. of seats] 48 seats

Menu

[SWEETS]



CaramelCrisp Ice Cream
¥450

Vanilla ice cream sandwiched between crispy graham crackers topped with crunchy CaramelCrisp
*Features CaramelCrisp



Fruits Pop Brûlée
¥650

Caramel mixed with creamy custard and fruit, crisply caramelized on the surface
* Features CaramelCrisp



Popcorn Parfait
¥780

An unexpected combination of Garrett Popcorn and soft-serve ice cream
*Features Plain

(Left) Mix Berry

(Right) Wa

[SAVORY]



Garrett Pop Toast
¥630

Pop toast, perfect for a quick bite

(Left) Pop Avocado Salmon
(Right) Pop Pizza

*Features Plain
*Features CheeseCorn

[Lunch Set]



Lunch Set
¥980

Two varieties of Garrett Pop Toast combined with a drink for the perfect lunch set



Mercedes me
Special Lunch Set
¥3,500

Lunch Set + The Mercedes cup and plate are the perfect souvenirs.

[COFFEE DRINK(HOT/ICED)]

Latte	¥510
Salt & Caramel Latte	¥550
Almond Caramel Latte	¥550
Dark Chocolate Latte	¥550
Mix Latte	¥550
Americano	¥460

[OTHER DRINK]

Spiced Chai Latte	¥530
Cocoa	¥490
Apple Juice	¥460
Cola	¥460
Tea	¥500
Bottled Bear	¥900

*Prices all include tax.

*¥100 will be deducted from the above prices for take-out orders.

*Menu is subject to change.

*Garrett Popcorn itself will be available for purchase in the early summer of 2014.

■ Garrett Popcorn Shops



Garrett Popcorn Shops, a Chicago tradition since 1949, serves only the finest, handcrafted gourmet Popcorn. Every small batch of Garrett is hot air popped throughout the day for ultimate freshness. Using only the highest quality ingredients, cooks coat every kernel with their secret family recipes in old-fashioned copper kettles. It is loved around the world, with 12 Shops in the US, and a total of 31 Shops in eight countries, including Singapore, Hong Kong, UAE, Malaysia, Kuwait, and Thailand (as of April 2014). Garrett Popcorn Shops exclusively uses large-grain corn especially harvested in the local farmlands of the US State of Illinois.

| Harajuku Shop | 1-13-18 Jingu-mae, Shibuya-ku, Tokyo

| Shisui Premium Outlet Shop | Shisui Premium Outlet / 2-4-1 Izumi, Shisui-cho, Inba-Gun, Chiba

| Tokyo Station Shop | First Avenue Tokyo Station B1 floor / 1-9-1 Marunouchi, Chiyoda-ku, Tokyo

■ Mercedes me

A new brand information hub from Mercedes-Benz, to be opened for a limited time at Tokyo Midtown from Thursday, May 1, 2014. The new location will maintain the world view of the conventional Mercedes-Benz Connection, while serving as a space to casually enjoy Mercedes under a new concept. The facility will include a lounge furnished with furniture designed by Mercedes and introduced to Japan for the first time, as well as the first cafe in the world by "Garrett Popcorn Shops," the original, handcrafted gourmet Popcorn brand from Chicago.