



7-Eleven launches LOTTE assorted dessert cup directly imported from Japan, first foray into Hong Kong with mesmerizing natural bliss

(28 October 2016 – Hong Kong) 7-Eleven announces the launch of the LOTTE dessert cup line, with eight different flavours in stores starting Nov 2 (next Wednesday)! LOTTE is Japan's No.1 ice-cream brand and this time, the 7-Eleven International Merchandise team has imported the range directly from Japan. The dessert cup is made with premium ingredients, and its first foray into Hong Kong is bound to surprise friends with a frozen touch! Selling price: \$20/ cup

“Classical” series



- 1) Vanilla Using fresh milk with fragrant aroma of vanilla, infused with plenty of vanilla seeds
- 2) Belgium chocolate Using Belgium chocolate with 51% cocoa content
- 3) Uji Matcha Using premium Uji Matcha, with strong tea scent; Matcha fans' favourites
- 4) Strawberry Containing 22% natural strawberry juice, with real fruit bits

“Specialty” series



- 5) Fuji apple Containing 50% Fuji apple juice, which is aromatic, sweet and mesmerizing
- 6) Rum raisin Aromatic rum blended with natural grapes, creating the best match
- 7) Grape Containing 54% natural grape juice
- 8) Mango Containing 25% mango juice with fruit bits, a taste of sour sweetness