Sustainability News
July,2016
Grand Prize Received in Menu Division of Second TABLE FOR TWO General Election

The Grand Prize-winning "Miso yaki-onigiri germinated brown rice" set
menu
This dish can also be eaten chazuke-style by soaking the lovingly made
yaki-onigiri rice in the well-seasoned
soup, giving you twice the
enjoyment!

The Grand Prize was received in the Menu Division by Aim Services Co.,
Ltd. and Isuzu Motors at the Second TABLE FOR TWO General Election,
which was hosted by NPO TABLE FOR TWO International
*1
 at its TFT
activities report meeting on July 7, 2016.
The "general elections" were held in Tokyo, Osaka and Nagoya, and CSR
representatives from the companies that have introduced the TFT
Program*2
 took part by voting in the Menu Division, and the PR Division,
which uses public relations activities as the basis for granting the awards.
The Grand Prize-winning menu was the healthy set menu of "Miso yaki-onigiri with germinated brown rice" provided for the "Isuzu Itadakimasu
("Let's Eat!") with 3,000 People! Campaign"
*3
 held alongside World Food
Day in October 2015. The dish won the most votes of the 35 entries in
the Menu Division, and was awarded the Grand Prize.

*1 NPO TABLE FOR TWO International (http://jp.tablefor2.org/): established
in October 2007. As an organization that seeks to tackle global food
problems, it works to resolve the issues of hunger in developing countries
and obesity and lifestyle-related diseases in developed countries at the
same time, with a focus on providing support for school meals in
developing countries.
*2 Isuzu Motors has introduced a TFT Program at all workplaces, whereby if
employees use eligible menus (including healthy menus) or give
donations, the companies uses a matching gift to top up the amount, and
the total amount is donated to pay for children's school meals in
developing countries.
*3 In the current fiscal year, we plan to increase the targeted number of users
in the "Isuzu Itadakimasu ("Let's Eat!") with 4,000 People! Campaign."
This was launched in October 2016 with a higher user target than last
year.