

~ A new ehomaki, a fusion of tradition and innovation! from Green Beans~

Ehomaki lucky sushi rolls, quick-frozen to lock in freshness and flavor



Made by ShoeikenSeafood ehomaki [frozen]



Made by ShoeikenLive-closed conger eel ehomaki

Aeon Next Co., Ltd. (Head office: Mihama-ku, Chiba; President: Bharat Rupani) launches two varieties of frozen ehomaki lucky sushi roll with raw fish from its online market Green Beans on Thursday, January 25, 2024.

The product uses quick-freezing technology based on proton freezing, which prevents the destruction of food cells, to lock in the freshness and flavor of ingredients as they are, allowing customers to enjoy fresh fish based ehomaki at any time, combining traditional taste with advanced freezing technology.

In particular, the "Kaisen Keihomaki," which uses raw tuna and salmon ingredients, are benefitted by proton freezing to maintain the freshness and flavor of the ingredients for an extended period of time, minimizing drips after thawing which contains many umami elements.

Even when you are too busy to go shopping on the Setsubun spring-eve day, you can enjoy the fresh taste whenever you like by purchasing them in advance.

Aeon Next thrives to continue to deliver products that satisfy many customers by delivering food products with their original deliciousness under thorough temperature control

<Product information>

Launch Date: Thursday, January 25, 2024

Areas served: [Wards in Tokyo] Shinjuku, Shibuya, Chiyoda, Chuo, Shinagawa, Minato, Ota, Meguro, Setagaya, Koto and Edogawa

[Cities in Chiba] Funabashi, Narashino, Ichikawa, Urayasu, Yachiyo, Yotsukaido, Ichihara (districts of Goi, Kokubunjidai, Ichihara, Chiharadai, Tatsumidai)

[Kanagawa] Kawasaki City

Product name: Kaisen ehomaki seafood lucky roll by Shoeiken [frozen]

Price: 1,180 yen (1,275 yen including tax)

Features: Six kinds of ingredients used (salmon, tuna, herring roe, sweet shrimp, kanikama crab cake, and egg). A mouth-watering ehomaki made with tuna and salmon.



Product name: Shoeiken's fresh treated conger eel ehomaki lucky roll by Shoeiken (frozen)

Price: 1,180 yen (1,275 yen including tax)

Features: 7 kinds of ingredients (conger eel, boiled shrimp, dried gourd, greens, egg, shiitake mushroom, and sakura-denbu starch). The stewed conger eel is soft and fluffy because of the added steaming process.



*Proton-freezing refers to products frozen in a "proton freezer" manufactured by Ryoho Freeze Systems, the freezing technology by adding equal magnetic flux and electromagnetic waves to the freezing environment to maintain the freshness, texture and flavor of food and ingredients.

Technology.

*The Shoeiken Kaisen Ebomaki [frozen] and Shoeiken Fresh treated Conger Eel Ebomaki [frozen] are offered with limited quantity of 200 each.

*Please not certain delivery dates and times (same-day delivery, etc.) may not be available due to a concentration of orders or unavoidable reasons such as traffic or weather conditions.

Please note that you may not be able to use this service.

*Areas served will be as of Thursday, January 25, 2024.

End