

～ It's fresh because it's Green Beans ～

Generally, the quality of organic vegetables can fluctuate,
but ours stay fresh for up to a week!

Organic Spinach and Organic Komatsuna launched from "Freshness + (Sendo Plus)," which guarantees freshness for one week.

Aeon Next Co., Ltd. (Head office: Mihama Ward, Chiba City; President: Bharat Rupani) launches "Organic Spinach" and "Organic Komatsuna (Japanese mustard spinach)" from its online market "Green Beans" on March 12 (Tuesday) under its "Freshness+" series, which promises "fresh and delicious" products for one week after delivery.



[Freshness+] Organic Spinach from Gunma Prefecture
Carefully grown spinach that has little bitterness. We are committed to cultivation.



[Freshness+] Organic Komatsuna from Gunma Prefecture
Fresh and crunchy Komatsuna with solid stems

Aeon Next strives to source sustainable produce that is in harmony with nature, ecosystems, and society. With an emphasis on "safe and secure" and "consideration for the natural environment," we focus on the range of organic vegetables produced with the power of nature, without relying on chemically synthetic pesticides and chemical fertilizers.

In addition, we offer "Freshness+," a product range that thoroughly pursues freshness and quality to deliver fresher and more delicious products to our customers.

Generally, the quality of organic vegetables can fluctuate, but this time, we have achieved its freshness, and are now launching two new organic vegetable products as "Freshness +".

"Freshness+" is a product that promises "freshness and deliciousness" for one week after delivery by selecting the best production areas for the time of year when the product is sold, using "long-lasting packaging" suitable for maintaining freshness in accordance with the characteristics of vegetables, realizing a thorough cold chain, and showing the freshness period through quality checks.

At the beginning, we started to offer five vegetable products. With the many positive feedback that we have received since then, such as "it's fresh and tasty" and "really long-lasting," we have sold more than 100,000 units in total, expanding our product range to 13 items, including these new items.

Aeon Next continues to contribute to the realization of a sustainable society by providing customers with "safe and secure" products, and aims to increase the share of organic products in produce to 30% by 2030. Furthermore, we will strive to expand our "Freshness+" range to approximately 20 items by the end of FY2024 to ensure that we deliver products that are both sustainable in the natural environment and fresh and delicious.

"Freshness +," organic vegetables guaranteed fresh for one week:

Release date: March 12, 2024 (Tuesday)

Product Name: [Freshness+] Organic Spinach from Gunma Prefecture, 200g

[Freshness+] Organic Komatsuna (Japanese mustard spinach) from Gunma Prefecture, 200g

Price: ¥198 (¥214 incl. tax), each

*"Freshness+" URL: <https://greenbeans.com/products?source=navigation&sublocationId=ece73fed-248b-4838-9122-8e7d95c55285>

* Prices are as of March 12.

* We confidently deliver the vegetables that are thoroughly managed to keep fresh, but just in case you are not satisfied with the freshness, please contact our Customer Service Center.

"Freshness +" feature page:

URL: <https://service.greenbeans.com/media/feature/sendoplus/>

produce

Point1

From the region where delicious produce is grown now
In Japan, which is susceptible to temperature and climate, it is very important to choose vegetables from the most suitable production areas at different times of the year. With the aim of delivering vegetables with lasting freshness, Green Beans' network of farms enables us to select "the best producing areas of the moment" from a large number of farms. We have also established and thoroughly implemented connoisseurship standards to select only the best products at each farm.



Point2

Delivered at low temperature
We have realized a cold chain that delivers products while maintaining low temperatures. Green Beans' unique freshness check facility, where each is inspected manually, and delivery vans prevent deterioration of vegetables by maintaining a chilled environment. Thorough temperature control is the reason why the freshness lasts so long.



20℃室温では、たった10分で萎れてきてしまいます。

package

Point3

Long-lasting package and seal of acceptance!
"Breathing packages" that optimally fit vegetables' characteristics are used to ensure their continued freshness. After packing, a seal of acceptance* is affixed to each item to certify that it has been thoroughly inspected one by one.



*Freshness + (Sendo Plus) seal

End