

## First, we introduce "Umakamon" from Kumamoto Green Beans initiates the "Furusato Project"!

AEON NEXT Co., Ltd. (Headquarters: Mihama-ku, Chiba City, President: Bharat Rupani) will, from May 22 (Wednesday), launch a "Hometown Project" at "Green Beans" to connect local producers and customers. As its first initiative, it will introduce the appeal of Kumamoto, one of the leading agricultural prefectures in Japan.



**GB hometown project:** Always exciting and taste of homeland

AEON NEXT is dedicated to promoting and selling delicious local food ingredients to spread the unique charm of each area.

The "Furusato (hometown) Project" allows you to enjoy the "exciting encounter" with the special products of the region while doing everyday shopping, in collaboration with the producers. Also, local producers will have an opportunity to express commitment and passion towards their products. Green Beans will contribute to the community by connecting

customers and producers in a "mutually beneficial" initiative. As for the first round, we will introduce the appeal of Kumamoto, one of Japan's leading agricultural prefectures.

AEON NEXT continues working to enhance its cooperation with local communities and bring their unique appeal to customers, making their everyday shopping more enjoyable.



### <Overview of 1<sup>st</sup> round of Hometown Project: Kumamoto>

Period: May 22, 2024 (Wednesday) - June 4, 2024 (Tuesday)

Items to be offered: about 50 items \*Number available as of May 22

Service areas:

[Tokyo (wards) ] Shinjuku, Shibuya, Chiyoda, Chuo, Shinagawa, Minato, Ota, Meguro, Setagaya, Koto, Edogawa

[Chiba Prefecture (cities)] : Chiba, Funabashi, Narashino, Ichikawa, Urayasu, Yachiyo, Yotsukaido, Ichihara (Goi, Kokubunjidai, Ichihara, Chiharadai and Tatsumidai areas)

[Kanagawa Prefecture] : Kawasaki City

### <Example of the products for the first round of Kumamoto>

Product: Masaki watermelon with edible seeds (Pino Girl)

Specification: L size 1.5 kg

Price: ¥1,580 (¥1,707 with tax)

Features: Perfect for rehydration during summer leisure.

Delivered from the best-in-season farms. Ueki Town, in particular, in Kumamoto, is known for its watermelons for over half a century. This town is formed at the far western end of the Higo plateau that extends from the slopes of Kimposan to Aso, also known as Ueki Plateau. Being blessed with volcanic ash soil from Aso and subsoil water from outer ring mountains, and large temperature difference throughout the day due to inland climate, it's an ideal location for watermelon cultivation.



Product: 【Organic】Kumamoto-grown Higo Ayumi no Kai Tomatoes

Specification: 400g (2 pc)

Price: ¥398 (¥430 with tax)

Features: Cultivated carefully from soil preparation to nutritious tomatoes. Big tomato filled with life force and nurtured with full devotion of natural bless, overturning the image of big tomatoes being tasteless.



Product Name: Kumamoto-grown Melt-in-your-mouth Red Eggplant

Specification: 1 pc

Price: ¥298 (¥322 with tax)

Features: The specie with reddish purple skin is called [Higomurasaki]. The succulent pulp with great affinity with oil become a characteristic glutinous texture when heated. Recommended for braising and slow-cook dishes.



Product: Aso Milk Farmland Asonoplain

Specification: 100g

Price: ¥798 (¥862 with tax)

Features: Aso Milk Farmland breeds the world's top-five dairy cows. "Asonoplain" is a kind of Gouda cheese made with expertise following traditional Dutch methods, blending raw milk pumped-up from cows nurtfully breed by Aso Milk Farmland. Rich and mellow, it could be enjoyed as is or heated up to enhance the taste. The cheese won the gold medal at the "World Cheese Awards 2019".



Product: Fujibambi Brown Sugar Donut Stick - Kumamon Package

Specification: 8 sticks

Price: ¥368 (¥398 with tax)

Features: This is a crave-worthy donut stick made with Okinawa black sugar and domestic flour that boasts the perfectly sweet, tempting taste of black sugar syrup.



※ Delivery schedule (such as same-day delivery) may not be selectable due to unavoidable reasons such as high order concentrations, traffic conditions, and weather.

※ Service areas are as of May 21, 2024 (Tuesday).

End