

## Chiba: a treasure trove of delicious food nurtured by the region's unique climate

### "Furusato Project" 2<sup>nd</sup> Round from Green Beans!

AEON NEXT Co., Ltd. (Headquarters: Mihama-ku, Chiba City; CEO: Bharat Rupani) launched the "Furusato Project (Furusato Project)" in May of this year at its "Green Beans" to connect local producers with customers. In the first round, we featured Kumamoto, introducing the region's charms to many people, and now, in the second round, we feature the charms of Chiba.



The "Furusato Project" is a project that focuses on sales and introduction of delicious ingredients and local specialties from each area, aiming to make the rich charms of the region to known. We work in cooperation with producers to provide "exciting encounters" where you can enjoy special products unique to each region while shopping. The first round of this project, which introduced products from Kumamoto, was extremely well-received, with sales at 250% in its first week of those of the previous week.

In this second round, we introduce the charms of Chiba, a city blessed with the nature and the sea. Chiba Prefecture is known for its fresh and delicious produce and seafood.

Aeon Next will continue to deepen its ties with local communities and introduce the charms of various regions across Japan, so that customers can enjoy their daily shopping even more.

#### <Furusato Project 2nd Round: Chiba Overview>

Period: June 26 (Wed) to July 24 (Wed), 2024

Number of products: Approximately 80 items \*Number of products available as of June 26th

Furusato Project Chiba special page URL: <https://service.greenbeans.com/media/feature/furusato-chiba/>

Chiba sales page URL: <https://greenbeans.com/shop-in-shop/chiba?type=componentized>

Service area: [Tokyo] Shinjuku Ward, Shibuya Ward, Chiyoda Ward, Chuo Ward, Shinagawa Ward, Minato Ward, Ota Ward, Meguro Ward, Setagaya Ward, Koto Ward, Edogawa Ward, Bunkyo Ward, Sumida Ward

[Chiba Prefecture] Funabashi City, Narashino City, Ichikawa City, Urayasu City, Yachiyo City, Yotsukaido City, Ichihara City (Goi District, Kokubunjidai District, Ichihara District, Chiharadai District, Tatsumidai District)

[Kanagawa Prefecture] Kawasaki City

**<Example of the second round "Chiba" products>**

Product name: Iioka's Takami Melon (green flesh)

Specifications: Approx. 1.0 kg

Price: 1,280 yen (1,383 yen including tax)

Features: This melon is grown under the blessings of the sun at the easternmost tip of Kujukuri Beach. They are harvested only after the sugar content reaches 15°C or higher, and then fruit professionals carefully select the fruit before shipping them out.

\*Final delivery is scheduled on July 28th.

★Feature article URL★ <https://service.greenbeans.com/media/article/073/>



Product name: Chiba City food brand "Sen" certified product

Meemonkee Three Star Cone

Specifications: 2 pieces per bag

Price: 498 yen (537 yen including tax)

Features: Only corn that farmers judge to be "ripe" on-site is harvested early in the morning and then shipped.

\*Sales start on July 2nd (for delivery on the 3rd).

Finally delivery on July 25th (may finish earlier).



Product name: Chiba City food brand "Sen" certified product

Chef Meat Chigusa Chiba Prefecture "Ichi" Hyo-on® Aged Coarse Ground Sausage Plain

Specifications: 40g x 4

Price: 598 yen (646 yen including tax)

Features: Super coarsely ground sausage made from natural pig intestines. With the Hyo-on® aging technology, the flavor of the meat is maximized, while it still allows you to enjoy the crispy texture that is unique to natural pork intestines. The chunky texture and flavor of the meat along with the juices spread in your mouth.



Product name: Chiba City food brand "Sen" certified product

Chiba University Center for Environment, Health and Field Sciences  
Chiba University Nishi-Chiba Honey, May

Specifications: 110g

Price: 1,580 yen (1,707 yen including tax)

Features: This is natural, pure, unheated honey harvested through beekeeping at Chiba University's Nishi-Chiba campus. A different flavor each month. May's characteristics are its "refreshing sweetness and moderate richness."



\*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.

\*The service area is as of Tuesday, June 25, 2024.

End