



July 3, 2024
Aeon Next Co., Ltd.

First in the industry! Multiple fruit products labeled with ready-to-eat period for guarantee
"Tabegoro+ (ready-to-eat plus)" with guaranteed ready-to-eat period now released

AEON NEXT Co., Ltd. (Headquarters: Mihama-ku, Chiba City; Representative Director and President: Bharat Rupani) now launches the "Tabegoro+ (ready-to-eat plus)" a new series of products at Green Beans, on Wednesday, July 3rd, by which we guarantee that the products remain ripe for a certain period from the day it is delivered.



"Tabegoro+" offers seasonal flavors at their best. Green Beans delivers fruits in the best possible condition that we consider, addressing the difficulty of telling when it is ripe as well as a pain point of netsuper shopping which doesn't allow customers to pick and select items physically. The "Freshness+" vegetables, which guarantee freshness, have been well received by customers and have become a popular brand with cumulative sales of approximately 250,000 units. The second series that follows is "Tabegoro+," which is enabled by consistent temperature and ripeness control from farm to customers' doorstep, guaranteeing that the fruit is "ready to eat from the day it is delivered."

About the "Tabegoro+," guaranteed ready-to-eat period

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

Delivery start date: Thursday, July 4th

Number of items: 8 items

Price range: 298 yen (product price) to 1,280 yen (product price)



[Tabegoro+] Organic SunGold Kiwifruits
Select farmers who are committed to organic farming only.
Use completely eco-friendly containers.



[Tabegoro+] Avocado, large piece
Offer large pieces with large edible portions only, satisfying to eat.



[Tabegoro+] lioka Takami Melon (green flesh)
Melons grown in the sunshine at the easternmost tip of Kujukuri Beachis.

What is Tabegoro+?

With "Tabegoro+," we deliver what professionals consider to be "ready-to-eat," and guarantee a certain period for it to remain ripe. Seasonal flavors at the peak of deliciousness are delivered, and you can enjoy a product in the best condition as considered by professionals, while some fruits are difficult for customers to tell when they are ripe. This is the first-ever initiative in the industry that multiple fruits are labeled with ready-to-eat period for guarantee. We plan to continue offering seasonal fruits in the future.

3 key features of Tabegoro+

- Carefully selected farm areas of the latest in-season produce

To deliver the highest quality fruit from Japan and overseas in a ready-to-eat shape, Green Beans utilizes its unique network of farmers to carefully select farmers who offer deliciousness at that moment from a large number of farms. Green Beans selects producers who produce fruit at the best time of year, and makes sure to match quality and ripeness by carefully adjusting the harvest date and ripening period so that the products are delivered to customers at their peak ripeness.

- Thorough temperature control from harvest to delivery

We have realized a cold chain to maintain low temperatures during delivery. In addition, to ensure that the products are ripe to eat on the day they are delivered, we carefully adjust the ripening process both during transportation from a farm to the Green Bean's warehouse and when they are stocked at the warehouse. Careful control of temperature and ripeness from the time of harvest to delivery enables the fruit to be "ready-to-eat from the day it is delivered."

- Thorough inspection using a sensor to determine ripeness

A final check is made to determine when the fruit is ripe to eat, depending on the fruit uniqueness. Our center is equipped with specialized machinery that scientifically predicts when fruit is ripe, and determines its ripeness based on strict standards.

*Some products are inspected by specialized staff instead of specialized machinery.

*We deliver these products, taking thorough measures from harvest to delivery, to ensure that they are what Green Beans confidently believes to be "ready-to-eat." However, if you are not satisfied with the quality, we will refund it.

<Products for "Tabegoro+">

Product	Price
[Tabegoro+] Peruvian avocado, large, 250g, 1 piece	Product price 298 yen (tax included price 322 yen)
[Tabegoro+] [Organic] Made in New Zealand Green kiwifruit, 4 pieces, 400g	Product price 498 yen (tax included price 538 yen)
[Tabegoro+] [Organic] Made in New Zealand Green kiwifruit, large, 6 pieces, 720g	Product price: 898 yen (tax included price: 970 yen)
[Tabegoro+] [Organic] Made in New Zealand SunGold kiwifruit, 4 pieces, 400g	Product price 598 yen (tax included price 646 yen)
[Tabegoro+] [Organic] Made in New Zealand SunGold kiwifruit, large, 6 pieces, 720g	Product price: 998 yen (tax included price: 1,078 yen)
[Tabegoro+] [Organic] Made in New Zealand SunGold kiwifruit, 9 pieces, 900g	Product price, 1,180 yen (tax included price 1,275 yen)
[Tabegoro+] Iioka Takami Melon from Chiba Prefecture (Green flesh) large, 1 piece	Product price 1,280 yen (tax included price 1,383 yen)
[Tabegoro+] Iioka Takami Melon from Chiba Prefecture (Red flesh) large, 1 piece	Product price 1,280 yen (tax included price 1,383 yen)

End