Online-only supermarket paired with AI camera-equipped refrigerator
for a "convenient and freshness-conscious" lifestyle
"AEON NEXT and Panasonic begin a joint experiment.

"Green Beans," an online-only supermarket, connected with AI camera-equipped refrigerator and app
to propose a next-generation lifestyle of bulk-shopping

AEON NEXT Co., Ltd. (hereinafter, AEON NEXT) and Panasonic Corporation Living Appliances and Solutions Company (hereinafter, Panasonic) will jointly conduct an experiment from November 1st with regard to the realization of a lifestyle based on bulk-shopping for the next generation, which is different from before, as well as convenient and rich eating habits, by keeping food fresh from distribution to home and providing various functions to support eating habits.

As the e-commerce market has shown significant growth due to the COVID-19 pandemic and changes in lifestyle, there has been an increasing need for netsuper that handle food. While customers appreciate the convenience of being able to order items at home, receive them at the doorstep, and easily shop in bulk, many customers are particularly worried about the freshness, size, and condition of fresh food because they can't directly pick up and check the products themselves. In addition, people often throw away food at home because it goes bad, making it the second leading cause of waste after leftovers*. This is a challenge in our effort to reduce food loss.

Under such circumstances, AEON NEXT and Panasonic internally verified in advance the impact

of temperature control at shopping and at home on maintaining the freshness of food. We stored food purchased at Green Beans, an online-only supermarket operated by AEON NEXT, in a Panasonic refrigerator to see the impact on freshness and then confirmed that freshness can be maintained for one week to 10 days, highlighting the importance of temperature control.

In the upcoming joint experiment, we will assess how a user's life becomes richer and easier for "convenient and freshness-conscious" lifestyle and how consumer behavior at home changes before and after bulk purchases, by providing consistent food temperature control and suggestions for using up food. In addition, based on the difference between the menu proposed by the app and the food in stock in the fridge, we will provide a system that allows users to purchase the food they need at Green Beans and consider how to create an efficient and convenient shopping and consumption experience for the busy modern age.

Green Beans offers "Freshness Plus" vegetables with a one-week freshness guarantee and "Tabegoro Plus" fruits with a guaranteed optimal eating time from the day they are delivered and proposes bulk purchases through these products and services. Using Panasonic's refrigerator AI camera and Panasonic's refrigerator app Live Pantry, which has added some functions for demonstration, the AI automatically recognizes vegetables from the camera image while freshness is maintained and recommends vegetables that should be consumed first according to their shelf life, as well as recipes using those vegetables.

AEON NEXT and Panasonic aim to realize a different style of bulk purchases from before and provide convenient and rich eating habits.

Overview of the joint experiment:
We will link Green Beans with a refrigerator AI camera and the refrigerator app Live Pantry, aiming to create a different style of next-generation bulk purchases. In addition to providing a fresh food experience that is different from before, we will assess improvement of convenience in shopping experience, full consumption of food in the fridge, and its impact on overall eating habits.

In addition to thoroughly controlling the temperature of food from receiving to delivery, we will also check whether the freshness of food can be better maintained when it is stored in combination with refrigerator's freshness maintenance technology.

Details of experiment:
■ Promote the full consumption of purchased foods
Through the notification of vegetables that should be consumed first according to their recommended shelf life and experience of recipe suggestions to use those vegetables, we will verify how food consumption behavior at home will change and whether it will lead to a reduction in food loss.

■ Prevent users from buying what they already have. Changing shopping experience.
Notification of the food in the fridge on app, using the AI camera image. Verify whether it will help users shop efficiently by preventing them from buying what they already have and help them consider what to buy in combination with stock foods. We will also verify whether menu created with the app and support of full consumption of food in the fridge will lead to time-saving and easier behavior, such as promoting bulk shopping.

Experiment period:
November 1, 2024 - November 30, 2024
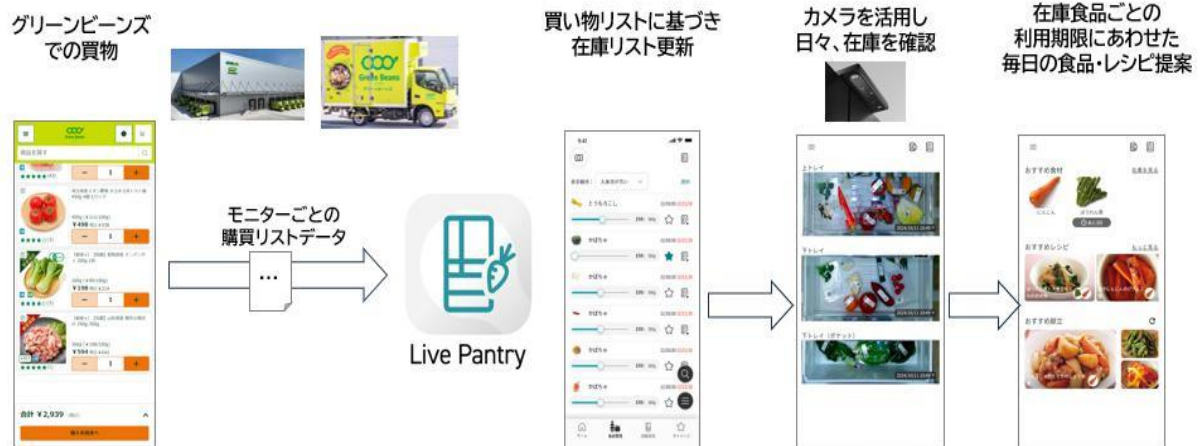
献立提案AIのサポートで、一週間の夕食の見通しを立てることができる
献立を自由に編集し、必要な食材をまとめて買い物できる

AIが数日分の献立を
まとめて提案

ネットスーパーの
買い物リストへ自動反映

Roles of Business:

■ AEON NEXT Co., Ltd.

AEON NEXT Co., Ltd. operates an online-only supermarket "Green Beans" from July 2023. We work on shopping transformation to propose what we can offer as an online-only supermarket. We have customer fulfillment center, which incorporates state-of-the-art automation technology, which enables efficient and speedy operations with accurate product picking and delivery. We are committed to maintaining the freshness of food, including consistent temperature control from receiving to delivery to customers' doorstep. In this experiment, we work on planning and management and provide products and services through Green Beans.

■ Panasonic Corporation Living Appliances and Solutions Company

Panasonic Corporation Living Appliances and Solutions Company aims to create inspiring products and services that will last for the future of people and the planet, using the strength it has nurtured for 100 years to support people's lives. The CV-type refrigerator equipped with AI cameras, released in May 2024, uses AI to automatically recognize the type of vegetable from images of the vegetable compartment and create a list of registered foods. It will suggest recipes for foods that are best used sooner based on their expiration date and help users use up all the food. In this experiment, we work on planning and operation, provide refrigerators equipped with AI cameras and develop and operate new functions for the refrigerator app, Live Pantry.

* "Consumer Affairs Agency commissioned project 2017 Report on demonstration of efforts to reduce food loss in Tokushima Prefecture" March 2018 (Consumer Affairs Agency)
https://www.caa.go.jp/policies/policy/consumer_policy/information/food_loss/efforts/pdf/efforts_190115_0001.pdf

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