

Green Beans “Hometown Project” 5th installment Full of the charm of Fukui! “Fukui Fair” held

AEON NEXT Co., Ltd. (Head Office: Mihama-ku, Chiba City; Representative Director: Bharat Rupani) will introduce the charm of Fukui as the fifth installment of the “Hometown Project” that connects local producers and customers at “Green Beans” from February 12 (Wednesday).



The “Hometown Project” is a project to sell and introduce tasty ingredients and special products from each area with the goal of widely introducing the rich charm of the area, and started in May 2024. In cooperation with producers, we provide “exciting encounters” where you can enjoy special products unique to the area while shopping.

This time, we have about 30 specialty products that you can fully enjoy the charm of Fukui while you’re in the Tokyo metropolitan area, such as famous confectionery from Fukui Prefecture, “Habutae” and “Gogatsugase”, and sake carefully selected by buyers with our sake specialist qualifications.

AEON NEXT will continue to introduce the charm of various regions all over Japan while deepening cooperation with local communities so that customers can enjoy their daily shopping even more.

<Outline of the 5th Hometown Project “Fukui”>

Implementation period: February 12 (Wed) – February 26 (Wed), 2025

Number of products handled: Approximately 30 items

Hometown Project Fukui special page URL.

<https://service.greenbeans.com/media/feature/furusato-fukui/>

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

Service area: [Tokyo Metropolitan area] 23 wards

[Senba Prefecture] Chiba City, Funabashi City, Narashino City, Ichikawa City, Urayasu City, Yachiyo City, Yotsukaido City, Nagareyama City, Matsudo City, Kamagaya City, Ichihara City*, Kashiwa City*, Sakura City*

[Kanagawa Prefecture] Kawasaki City and Yokohama City (Aoba, Tsuzuki, Midori, Kohoku, Tsurumi, Kanagawa)

* Ichihara city, Kashiwa city, Sakura city are outside the delivery area depending on the region.

<One example of the 5th "Fukui Fair" product line-up>

Product name: Shinju Confectionery Habutae

Standard: 10 pieces/package

Price: Base price 828 yen (tax included price 895 yen)

Special feature: We have reproduced the warmth of the Echizen Fukui textile "Habutae", which has flourished since the Edo period, into its sweets. It is a very simple confection made with only rice and sugar, but the taste is very deep, with a fine, chewy texture and elegant sweetness.



Product name: Meidai stone ware, Gogetsugase

Standard: 4 pieces/package

Price: Base price 440 yen (tax included price 475 yen)

Special Features: We use plenty of selected first-class small peanuts with condensed umami in a flour dough that is a unique blend of four types of flour. It is baked one by one in stone with a rich aroma.



Product name: Yoshimura Kanrodo Okakirokuka

Standard: 20 pieces/package

Price: Main price 328 yen (tax included price 355 yen)

Special note: This is a truly unique okaki assortment that is satisfying to eat. 100% domestic rice. The nori roll is made using nori from Ariake.



Product name: [Fukui] Yoshida Hakuryuzan Junmai

Standard: 720 ml

Price: Base price 1,280 yen (tax included price 1,408 yen)

Special feature: The "Eiheiji terroir" that is rooted in the land and makes the best use of the climate is embodied in sake. It is a dry junmai sake that allows you to enjoy the rich aroma and smooth taste of sake rice. It goes well with a variety of dishes and you won't get bored drinking it.



* The delivery date and time (such as same-day delivery) may not be selected due to unavoidable reasons such as high order concentration and traffic conditions and weather.

* The service area will be as of February 12th (Wednesday), 2025.