

The new common sense of freshness that  
changes shopping habits!  
**"Sendo +" fish that lasts up to one  
week is now available**

~ A new era that guarantees the freshness of vegetables  
and meat as well as fish for one week ~

AEON NEXT Co., Ltd. (Headquarters: Mihama-ku, Chiba City; CEO: Bharat Rupani) launches two products at Green Beans, which have a shelf life of one week for Chilled fish as well as vegetables and meat, from Wednesday, March 5th.



Up until now, we have offered products that guarantee the freshness of vegetables and meat for one week, by way of transportation by cold chain that maintains low temperatures and the use of special packaging material that matches the characteristics of the product. This has provided customers with "a sense of security that is fresh and delicious even though it's online" and "a sense of security that allows them to keep shopping for a week", encouraging them to change their shopping habits. And this time, we have achieved a one-week expiration date for Chilled fish products. This will enable more families to easily enjoy fresh vegetables, meat, and fish for a long time, and will revolutionize their daily eating habits by enabling planned shopping.

Aeon Next continues to ensure thorough temperature control and quality control to deliver "safe and secure" and "fresh and delicious" products to satisfy many people.

**<Product Overview>**

Release date: March 5, 2025 (Wednesday)

Product name: [Sendo +] Live killed red sea bream fillet (for aquaculture and heating)

from Uwajima City, Ehime Prefecture [Chilled] 90g x 2 slices  
[Sendo +] Live yellowtail fillet (for aquaculture and heating) from  
Kagoshima Prefecture [Chilled] 80g x 2 slices

Price: ¥998 (¥1,078 with tax)

Feature page: <https://service.greenbeans.com/media/feature/sendoplus-fish>

\*Prices are as of March 5.

\*We confidently deliver the vegetables that are thoroughly managed to keep fresh, but if you are not satisfied with the freshness, please contact the customer service center.



### <What is "Sendo +" fish?>

It realizes the delivery of fresh fish processed and transported in the most optimal way while still raw. It is Chilled fish that promises freshness and deliciousness for one week after delivery, and can be cooked and eaten whenever you like.



➤ **Keeps freshness with professional skills such as transportation and live killing.**

From carefully selected production areas, we have selected items that can protect freshness by transporting them alive, transporting by air, alive, and freezing them on board.

➤ **Special packaging tailored to the material**

We use a package that matches the characteristics of the ingredients so that you can enjoy fresh seafood.

➤ **Delivered at a consistent low temperature**

It is transported in a end to end cold chain, and maintains low temperatures at Green Beans' own freshness check facility and delivery truck at the time of delivery. The uninterrupted temperature control ensures that the food is delicious for the whole week!

Freshness guaranteed for one week after delivery of "Live killed red sea bream" from Ehime Prefecture! Feel free to enjoy fluffy and thick grilled fish [with recipe]

<https://service.greenbeans.com/media/article/121/>

[Reference: About "Sendo +" vegetables and meat]



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