

Green Beans "Furusato Project" Round 6

Ehime Uwajima Fair

AEON NEXT Co., Ltd. (Headquarters: Mihama-ku, Chiba City; CEO: Bharat Rupani) introduces the charms of Ehime/ Uwajima as the sixth installment of the "Furusato Project" that connects local producers and customers at Green Beans from Wednesday, March 5th.



The "Furusato Project" is a project that focuses on sales and introduction of delicious ingredients and local specialties from each area in order to make the rich charms of the region, started in May 2024. We work in cooperation with producers to provide "exciting encounters" where you can enjoy special products unique to each region while shopping.

At this fair, we offer a wide range of local specialties, including fresh seafood unique to Uwajima and Ehime's specialty products.

AEON NEXT continues 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 6th Round "Ehime Uwajima" Overview>

Period: March 5 (Wed) - March 19 (Wed), 2025

Number of products offered: Approx 80 items

Service areas: [Tokyo] 23 wards

[Cities in Chiba Prefecture] Chiba, Funabashi, Narashino, Ichikawa, Urayasu, Yachiyo, Yotsukaido, Nagareyama, Matsudo, Kamagaya, Ichihara*,

Kashiwa*, Sakura*

[Cities in Kanagawa Prefecture] Kawasaki, Yokohama (wards of Aoba, Tsuzuki, Midori, Kohoku Tsurumi, Kanagawa)

* Parts of cities of Ichihara, Kashiwa, and Sakura are outside the delivery area.

Furusato Project Ehime Uwajima special page URL:

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

Ehime Uwajima sales page URL:

<https://greenbeans.com/shop-in-shop/ehime?type=componentized>

<Example of the 6th round "Ehime Uwajima Fair" products>

Product name: [Sendo+] Live killed red sea bream fillet (for aquaculture and heating) from Uwajima City, Ehime Prefecture [Chilled]

Spec: 90g x 2 slices

Price: ¥998 (¥1,078 with tax)

Special feature: "Sendo +" live killed red sea bream fillet is now available! Fresh fish alive from Uwajima in a live fish cart is brought to Kanto region for processing.

The red sea bream from March to May before laying eggs is called "cherry sea bream" and you can enjoy the best quality and seasonal taste at this time of the year.



Product name: [Frozen] Futaba Ehime sea bream rice

Spec: 250g

Price: ¥1,380 (¥1,491 with tax)

Special features: The sea bream rice is flash frozen and vacuum packed to deliver the taste of freshly cooked rice. The fish caught in the rapids of the Kurishima Strait is firm and has a special taste. The umami and aroma soaks into each grain of rice, resulting in an elegant taste. Won the 2023 Japan Food Selection Grand Prix.



Product name: Hodono Shoten Matsuyama Agekizami sliced fried tofu

Spec: 45g

Price: ¥268 (¥290 with tax)

Special features: Since the amount of moisture contained in the product is extremely low, it can be stored at room temperature for a long time. The flavor lasts longer than regular fried tofu, and can be used as is without draining oil. Also, when used in soupy dishes, you can enjoy the bouncy texture by sucking in the dashi more often than in general fried tofu.



Product name: Ehime Prefecture Setoka mandaring orange

Spec: 2 pieces, 400g, 1 pack

Price: ¥998 (¥1,078 with tax)

Special features: The skin is soft and can be easily peeled by hand. The bright orange pulp contains plenty of juice, and you can enjoy the firm sweetness and gentle acidity.



*Delivery date and time (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 March 4, 2025 (Tuesday).

End