

~ "Transported alive"! Achieving freshness suitable for sashimi for one week after delivery ~

"Sendo +" with 1 Week Freshness Guarantee

Features Mikan Aitai sea bream, Horse mackerel, and Flounder Raised in the Sea of Ehime

AEON NEXT Co., Ltd. (Headquarters: Mihama-ku, Chiba City; CEO: Bharat Rupani) launches new products under the "Sendo+" series, which guarantees freshness for one week after delivery, at the online-only supermarket "Green Beans" starting Wednesday, June 25. The new products include sashimi items of Ehime Prefecture fish: Mikan Aitai sea bream, Horse mackerel, and Flounder as well as Kamaage Shirasu (boiled young whitebait).

The Sendo + Mikan Aitai sea bream, Horse mackerel, and Flounder are products that guarantee freshness for one week from delivery by adopting thorough temperature control and packaging suited to the characteristics of the products. The new sashimi lineup this time includes items like Mikan Aitai, which has a subtle citrus aroma in the sea bream flesh. The fish, raised in the seas of Ehime Prefecture, are transported "alive" from Ehime to Chiba, and are packed on the same day they are live-processed (Ikejime). As a result, you can safely enjoy sashimi at home for up to one week after delivery. Kama-age Shirasu is white bait boiled immediately after being caught, transported chilled from Ehime to Chiba Prefecture without ever being frozen, and delivers the original fresh taste of freshly boiled white bait.



Left: Sendo + Ehime Prefecture Farmed Live-processed Mikan Aitai sea bream
For sashimi(Belly)[Chilled] 1 block Approx. 120 g
Price per pack ¥998 (Price including tax)¥1,078

Mid-left [Sendo +] Farmed Live-processed Horse mackerel from Ehime Prefecture
For sashimi (belly)[Chilled]1 block Approx. 80g
Price per pack¥1,180 (Price including tax)¥1,275

CenterRight [Sendo +] Farm-raised Live-processed Flounder from Ehime Prefecture
For sashimi(Small)[Chilled] 1 block Approx. 70g
Price per pack¥898 (Price including tax)¥970

Right: [Sendo +]New Kamaage Shirasu whitebait that has never been frozen
[Chilled]50g
Price per pack¥258 (Price including tax)¥279

<Sales overview>

Delivery start date: June 25, 2025 (Wed)

Service areas: [Tokyo] 23 wards

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

[Kanagawa Prefecture] Kawasaki and Yokohama cities (wards of Aoba, Tsuzuki, Midori, Kohoku, Tsurumi, Kanagawa, Asahi, Totsuka, Izumi, Seya)

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

*The service area is as of June 24, 2025.

*Mikan Aitai is a registered trademark of Nanyo Bejoy Co., Ltd.

*The one-week freshness guarantee comes with certain conditions. For details, please check the sales page or special page.

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