

Chiba City's food brand will be delivered to your home  
The "Sen" page will be released at Green Beans.

AEON NEXT Corporation (Head office: Mihama-ku, Chiba City; President: Bharat Rupani) will release the brand page of "Sen," which is a food brand of Chiba City, on its online market "Green Beans" on Friday, December 1, and start handling "Sen" certified products in earnest.



"Sen" section page \*The images are for illustrative purposes only.

AEON Next actively sells and introduces fresh and tasty food products by working with local producers to enhance awareness of local attractions.

As part of these efforts, we will launch the brand page of "Sen," Chiba City's food brand, featuring assortment of "Sen" products certified by Chiba City based on its own standards, and will sell products unique to the local area. In addition, in December, we will offer recipes using "Sen" certified products and provide a service that allows customers to purchase "Sen" certified products from the ingredients on the recipe pages.

AEON Next continues to deliver local attractions through Green Beans while closely working with local communities to offer customers with better shopping experiences.

## Overview of the "Sen" brand page at Green Beans

Section name: "Sen"

Start date: Friday, December 1, 2023

Number of products handled: 15 \*Number of products handled as of December 1 (Friday), to be expanded afterwards.

Areas served:

Tokyo: Shinjuku, Shibuya, Chiyoda, Chuo, Shinagawa, Minato, Ota, Meguro, Setagaya, Koto and Edogawa wards




Chiba: Chiba City, Funabashi City, Narashino City, Ichikawa City, Urayasu City, Yachiyo City, Yotsukaido City, and Ichihara City (Goi district, Kokubunjidai district, Ichihara district, Chiharadai district, Tatsumidai district)



Kanagawa: Kawasaki City

U R L: <https://greenbeans.com/shop-in-shop/sen-chibacity>

\*The page will be available from Friday, December 1.

### Product lineup (examples)

Product name	Metal Komatsuna	
Spec	250g	
Price	198 yen (214 yen including tax)	
Features	"Could Komatsuna contain more metal if it is grown with heavy metal music?" This unique question inspired and led to the development of this product.	
Product name	OSMIC FIRST PRINCESS	
Spec	120g	
Price	998 yen (1,078 yen including tax)	
Features	These are high-sugar fruit mini-tomatoes with a sugar content of 11 degrees, produced with a focus on overwhelmingly delicious flavor. Surprising sweetness and luxurious flavor that transcends the common sense of tomatoes. The tomatoes are sorted one by one by a sorting machine, and its sugar content and quality are second to none.	
Product name	Santa Farm's <i>kodawari</i> strawberries	
Spec	360g	
Price	1,580 yen (1,706 yen including tax)	
Features	Strawberries very carefully produced, including by culling small berries and flowers to concentrate nutrients in larger berries.	

Product name	Chiba ICHI Series Processed Products	
Spec	"ICHI" sausage coarsely ground and aged in an ice temperature range®, made in Chiba Prefecture	
Price	40g x 4 pieces 598 yen (646 yen including tax)	
Features	Use natural pork intestines with a special method of aging in an ice temperature range to make <i>kodawari</i> products with the max level of meat umami.	
Product name	Takahashi's Imo Pork Dumplings	
Spec	30g x 10 pieces	
Price	898 yen (970 yen including tax)	
Features	<i>Kodawari</i> products by using locally-produced and locally-consumed ingredients including the Chiba brand pork, "Imobuta," garlic and wheat produced in the prefecture.	

- about Chiba City Food Brand "Sen"

The purpose of "Sen" is to raise awareness and add value to Chiba City's proud local products and services, as well as to revitalize and strengthen the city's industries. With this purpose in mind, the city, businesses, producers, and citizens work together to create a food brand, wishing to make Chiba City prosperous in the next thousand years while pursuing sustainability.

END