





May 20, 2025 Aeon Next Co, Ltd.

New products of beef and tuna sashimi are now available with "Sendo +" which guarantees freshness for one week!

"Cold chain and special packaging ensure freshness"

AEON NEXT Co., Ltd. (Headquarters: Mihama-ku, Chiba City; President and Representative Director: Bharat Rupani) has now added chilled beef and tuna sashimi items to the "Sendo +" range, which guarantees freshness for one week, and will release those products at "Green Beans," AEON's online-only supermarket, sequentially from Wednesday, May 21st.











■ A new option for beef and sashimi: "buy and store it."

We already have realized a one-week freshness guarantee for vegetables, pork, and fish, and many customers said "it keeps fresh for a long time" and "it is convenient to stock it up."

This time, we will offer air-shipped "fresh" bluefin tuna and "Satsuma-Himegyu Beef," wagyu black beef of bulls raised in Kagoshima, and "Organic Beef," grass- and herb- fed beef from certified organic farms in Australia, with a one-week freshness guarantee which is enabled by a thorough cold chain and a special package that matches the characteristics of the product.

■ Peace of mind in your daily life

We have proposed a shopping style of "choosing a week's worth of products together" rather than "buying only what you eat today every time." We believe that if fresh food is kept fresh for one week in a fridge, that could provide you with peace of mind, reduce the burden of shopping, and significantly enhance daily comfort and ease.

We think that the expansion of the range this time will further increase the flexibility of using it immediately whenever you want to eat it according to your lifestyle and the convenience of using up ingredients without waste, which will lead to reduce the burden of daily shopping.

Aeon Next will continue to deliver "safe and secure" products to satisfy many people through thorough temperature control and quality control.

<Product Overview>

Release date: 3 items of beef May 21, 2025 (Wed)
2 items of bluefin tuna May 23, 2025 (Fri)

Product name: [Sendo +] [Chilled] Kagoshima Prefecture Satsuma-Himegyu Beef thigh block

200-300g

Price: ¥998 per 100g (¥1,078 including tax)

Features: Wagyu black beef of bulls raised in Kagoshima.

Characterized by its smooth texture and moist and mellow meat. You can enjoy the unique umami and

tenderness of thigh meat.

Product name: [Sendo +] [Chilled] Australian Organic Beef

Sirloin steak 200g

Price: ¥798 per 100g (¥862 including tax)

Features: Sirloin parts of cattle raised on certified organic farms.

Steaks with an exquisite balance of textured meat and

lean meat and fat.

Product name: [Sendo +] [Chilled] Australian Organic Beef

for steaks (rump) 200g

Price: ¥748 per 100g (¥808 including tax)

Features: "Rump," a lean part of beef raised on certified organic

farms. Try the steak that allows you to fully enjoy the

original flavor of the meat.







Product name: [Sendo +] "Fresh" bluefin tuna air-shipped from Kyushu

[Red meat] 1 block for sashimi (farmed) 150g

Price: ¥2,580 per pack (¥2,787 including tax)

Features: This is a lean piece of never-frozen bluefin tuna airshipped from Kyushu. Enjoy the moist texture unique to fresh tuna and the deliciousness of the lean tuna.

Product name: [Sendo +] Fresh Bluefin Tuna air-shipped from Kyushu

[medium fatty tuna] 1 book for sashimi (farmed) 150g

Price: ¥2,780 per pack (¥3,003 including tax)

Features: Medium fatty part of never-frozen bluefin tuna airshipped from Kyushu. It has a mild fat and a unique fresh taste.





^{*}The prices are as of May 21st and May 23rd.

^{*} It may look reddish-black or dull when it is delivered, but it is a "original color" vacuum packed while still fresh, and there is no problem with quality and taste.

^{* [}Sendo +] [Chilled] Kagoshima Prefecture Satsuma-Himegyu Beef thigh 200-300g is the A5 grade at Aeon Next.

[Reference: About "Sendo +" vegetables, meat, fish]





