

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.

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

