

**SPECIAL EDITION** A Special Selection of Exceptional Confections and Sweets



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## Introduction

*Special Food Selections of Tohoku and Niigata, Japan* has been issued since 2011. It has been published three times in Japanese, twice in English, and in Traditional and Simplified Chinese. Each has been well received by all.

This new 2016 publication, *Special Edition: A Special Selection of Exceptional Confections and Sweets*, highlights sweets in Tohoku and Niigata.

A wide range of products are introduced, from outstanding confections, long loved by locals, utilizing ingredients and skills unique to Tohoku and Niigata, to original items produced by shops and artisans taking up the challenge of creating new flavors and types of sweets. These pages present the depth of history, richness, and diversity of our regional food cultures. Be sure to look over this special edition and learn about the products in which we take such pride. I sincerely hope that you will visit each region and enjoy firsthand the pleasures exclusive to each.

Five years have passed since the Great East Japan Earthquake and the recovery is steadily progressing. Now is the time to travel to Tohoku and experience its beautiful nature and hot springs, exciting festivals in various locations, crafts exhibiting meticulous handiwork, and most of all, the variety of flavors that can only be appreciated by being here. We eagerly await your arrival.

Finally, I would like to express my deepest gratitude to the six prefectures in Tohoku, Niigata prefecture, the committee members that selected the items introduced in these pages, and everyone involved in the creation of this guide, including those who create the products.

March 2016

Makoto Kaiwa

Chairman

Tohoku Regional Advancement Center



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### User guide

The contents of this publication are provided by producers, dealers, or related organizations, and changes in price, production method or taste are possible, as dictated by the circumstances of each producer or dealer. Please use the contact information provided for timely, concrete information on each product. Some providers may be unable to offer service in English, so we recommend using Japanese when possible. Checking the designated website URLs should help in finding more information on the products and on language issues. Prices are listed as of the publishing date. Please be aware of the chance of future changes. Also, all sales are subject to 8% sales tax.

Note: Please understand that the Tohoku Regional Advancement Center will not be able to answer questions or participate in business negotiations regarding individual products.

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Legend



Award-winning  
product



Long selling  
product



English inquiries  
welcome



# Message from the Prefectural Governors

We support the new specialty products that contribute to the revitalization of our local community.



## Experience Excellent, Great-Tasting Products from Iwate!

We are sincerely grateful for all the generous support we have received from both within Japan and abroad since the Great East Japan Earthquake and tsunami.

Iwate prefecture has an array of exceptional confections and sweets made possible by the fertile earth, the blessings of the Sanriku ocean waters, and the proven skills of craftsmen. Highly unique products are being created, including newly developed sweets.

This year, The 71st National Sports Festival and The 16th National Sports Festival for People with Disabilities is being held in Iwate. The residents of Iwate will warmly welcome and communicate our gratitude to everyone visiting from throughout Japan and the world for their support in the reconstruction. Please take this opportunity to visit our prefecture and experience the exceptional products Iwate has to offer.



**Takuya Tasso**  
Governor of Iwate Prefecture

## Taste & Skill in the Kingdom of Foods, Miyagi

We are sincerely thankful to everyone who has given us such warm encouragement and support since the Great East Japan Earthquake.

Miyagi prefecture is surrounded by a wealth of nature. It is a Kingdom of Foods blessed with a varied abundance from the sea, mountains, and fertile soil. And the skilled craftspeople of Miyagi have produced numerous, excellent confections and sweets making the most of those foods.

The vast array of products from Miyagi prefecture is only made possible by the tranquil climate and people who create them. Each and every one is crafted with the various thoughts and wishes of those who produce them.

Please take this opportunity to visit us and fully enjoy the wealth of offerings from the Kingdom of Foods, Miyagi.



**Yoshihiro Murai**  
Governor of Miyagi Prefecture

## Excellent foods from Fukushima put a smile on your face - Fukuwarai!

We are thankful for the warm encouragement and support which we received from everyone all over Japan and around the world.

Fukushima Prefecture is a treasure trove of foods nurtured by fertile ground and excellent climate. We are proud to recommend to everyone a wide variety of products which are popular among citizens of the prefecture, including sweets made with sweet and flavorful fruits full of blessings of nature, well-known confections for souvenirs which are made by long-established confectionery makers, and new products created by devoted artisans.

Be sure to try specially crafted regional delicacies which cannot to be found in any guidebooks, as well, — the rich variety of processed foods, miso, soy sauce, and Japanese sake, — which receive high praise within Japan and around the world.

Fukushima puts a smile on your face with delicious delicacies and exceptional products.



**Masao Uchibori**  
Governor of Fukushima Prefecture

## “Superb products truly unique to Aomori” are here.

Aomori prefecture, located at the northernmost tip of Honshu, is surrounded on three sides by the ocean. It has an abundance of nature, with the rich green of mountains, including the Shirakami Mountains, a UNESCO World Heritage Region, and the Hakkoda Range.

Blessed with this bounty of nature, Aomori’s people enjoy a wealth of wonderful foods throughout the four seasons and a myriad of well-known confections and sweets made with special products from the prefecture. In addition to a variety of apple sweets, including pies and tarts made with the best apples in Japan, every confection, from traditional sweets long loved by prefectural residents to newer sweets made with regional specialties, is prepared with dedication and devotion.

I can confidently recommend the superb, truly unique products of Aomori, full of regional spirit and blessings cultivated honestly and earnestly by Aomori residents.



**Shingo Mimura**  
Governor of Aomori Prefecture

## “Anything good to eat?” “Yes, in Akita.”

Akita prefecture not only has an abundance of nature represented by the Shirakami Mountain Range, a UNESCO World Heritage Region. It also has the greatest number of Significant Intangible Folk Cultural Assets in Japan (17), such as the Oga Namahage and Akita Kanto. Visitors can enjoy the nature and culture of Akita in every season.

There is a rich variety of well-known confections and sweets carefully crafted in this environment that includes famous confections from long-established shops loved by the locals and new sweets featuring a modern presentation. Among them are new special products such as rice crackers made from glutinous mochi rice from the rice-producing region of Akita, and edamame sweets being sold under a brand name.

Well-known confections and sweets prepared using resources unique to Akita are introduced here. We sincerely hope you take the opportunity to visit Akita and experience them.



**Norihisa Satake**  
Governor of Akita Prefecture

## Select Treasures from Yamagata, Empire of the Food Industry

Yamagata has four beautiful, distinct seasons and is blessed with highly productive soils formed by swiftly flowing rivers and streams, such as the Mogami River. Yamagata’s producers believe that creating ever better foods is just common sense, and provide great-tasting products to all of Japan in every season.

Yamagata is a treasure house of delicious foods that supplies dinner tables throughout Japan with seasonal gems, such as the much-awaited Tsuyahime rice, the largest number of cherries and La France pears in Japan, and edamame—“dadacha-mame”—which have been carefully cultivated for generations.

This abundance of foods, expert skills, and a welcoming spirit are all utilized in crafting the well-known Yamagata confections and sweets introduced here. Be sure to take the opportunity to experience them for yourself.



**Mieko Yoshimura**  
Governor of Yamagata Prefecture

## Niigata, full of delights

Appetizing foods, the finesse of world-class skills, and the artfulness of hospitality. Niigata has a myriad of delights sustained by its vibrant nature, history, culture, and people.

From among Niigata’s appetizing foods, we introduce select, well-known sweets.

Mentioning sweets from Niigata is likely to bring to mind rice crackers and sasadango (sweet dumplings), but there are also famous traditional sweets boasting a history of hundreds of years, and many new sweets making the most of local products (sake, malted rice, rice flour, local vegetables, etc.).

Please take the opportunity to come and enjoy all the appetizing delights of Niigata, including our beautiful nature, delicious foods, and excellent hot springs.



**Hirohiko Izumida**  
Governor of Niigata Prefecture

From left to right:  
Takizakura (“Waterfall Cherry Tree”) in Miharu-cho, Fukushima; Okumatsushima in Higashimatsushima-shi, Miyagi;  
Oirase Gorge in Towada-shi, Aomori; Juhyo (“Ice Monsters”) in Hachimantai-shi, Iwate





Special  
Feature

## Exceptional confections from Tohoku and Niigata: Memories of the region deepen with each bite

Confectionary treasures from castle towns passed down together with traditional skills.

It is said that Japanese commoners began eating sweets from around the middle of the Edo period. It was also around this time that many confectionery shops were established throughout Japan. Feudal lords in Tohoku and Niigata brought professionals to their castle towns and encouraged confectionery making.

The first-generation owner of Kokonoe Honpo Tamazawa, known for the Sendai confection, Kokonoe, was from Omi, Shiga Prefecture. At the request of the feudal lord of Sendai, he established a shop there in 1675. Techniques already in use at the time were passed down and eventually led to the creation of Kokonoe. Turning to Niigata, records show that the exceptional confection, Koshinoyuki, from Koshinoyuki Honpo Yamatoya in Nagaoka, gained popularity as a gift presented in the course of the Sankinkotai system of alternate

attendance by daimyo in Edo, and was widely known in both Edo and the Kyoto-Osaka area.

**A rich culture of regional confectionery making has developed.**

Tohoku and Niigata have richly varied food cultures, and sweets are also highly regional in nature. For instance, yubeshi in Western Japan are generally citron-flavored, but in Eastern Japan they are often made with walnuts or sesame. Fukushima Prefecture is known for triangular yubeshi filled with a adzuki bean paste.

Deep fried Karinto are also widely loved and prepared with a variety of flavors and shapes. Brown sugar and miso are favorite flavors, and they might be stick-shaped, sheet-like, or oblong, depending on the area. Many varieties have become signature products, representing a whole community.



Sweets are loved not only for their flavor, but also for their color and shape.

Utilizing the color and shape of ingredients with minimum alteration is a characteristic feature of Japanese sweets in Tohoku and Niigata. For example, Usukurenai from Aomori Prefecture is an exceptional confection made by slicing apples into rings, drying them, and dusting them with powdered sugar. The pattern made by the apple core is likened to the apple blossoms that bloom in early summer, making the sweet is a treat for the eyes as well.

Sanazura from Akita Prefecture is a popular sweet made by carefully squeezing Sanazura wild grapes and thickening the juice into a gelatin. The resulting red color is as vivid as a mountain in autumn, and expresses the rich bounty of nature and attentive skill of the confectioners.

**Traditional dagashi sweets have been loved throughout the generations.**

Many dagashi, the sweets of the commoners, have also been passed down through generations in Tohoku and Niigata. The character for “da” in “dagashi” means “second rate.” The word came into use to distinguish these simple treats, with limited

ingredients, from the more sophisticated, quality confections of the higher classes.

Dagashi sweets are appealing for their simple flavors and wide variety. All kinds of dagashi were created with the common desire to enjoy sweets without needing any special ingredients. Dagashi sweets from Sendai in Miyagi Prefecture and the Shonai region of Yamagata Prefecture are particularly well known and still loved today by all ages.

**Exceptional sweets loved by great figures can be enjoyed even today.**

Many exceptional sweets in Tohoku and Niigata were loved by great figures in history. Even today, they can be enjoyed while appreciating that past. Kuretake Yokan from Okashitsukasa Komatsuya\*, in Sakata, Yamagata Prefecture, is an amazing confection that was praised for its “deep green hue with a refined taste beyond compare” by Shiki Masaoka, a poet who greatly impacted modern literature in Japan.

Isoroku Yamamoto, a WWII commander famed for his objections to the war, had enjoyed sakamanju and mizumanju since he was small, and ate them whenever he returned to his hometown of Nagaoka, Niigata Prefecture. It is said that during WWII, the first-generation owner of Kawanishiya Honten\* in Nagaoka made sakamanju with salted adzuki beans at the request of the army.

①Usukurenai, Okinaya Co., Ltd. Aomori-shi, Aomori ②Sanazura, Kashiho Eitarou Co., Ltd. Akita-shi, Akita ③Koshinoyuki, Koshinoyuki Honpo Yamatoya, Nagaoka-shi, Niigata ④Kokonoe, Kokonoe Honpo Tamazawa Co., Ltd., Sendai-shi, Miyagi ⑤Chacco Series, Hitachiya & Co., Sendai-shi, Miyagi ⑥Kaden Yubeshi, Kannoya Co., Ltd., Koriyama-shi, Fukushima ⑦Kuretake Yokan, Okashitsukasa Komatsuya, Sakata-shi, Yamagata

\*Okashitsukasa Komatsuya...1-2-1, Hiyoshi-cho, Sakata-shi, Yamagata, 998-0037  
TEL. +81-234-22-5151 FAX.+81-234-22-5153 <http://www.komatsu-ya.jp/>

\*Kawanishiya Honten...1-7-2, Tono-machi, Nagaoka-shi, Niigata, 940-0064  
TEL.+81-258-32-4323 FAX.+81-258-32-4323 <http://www.kawanishiya.jp/>





Takahashi Magozaemon Shoten,  
Joetsu City, Niigata Prefecture

## Special Echigo products from the Edo period featuring syrup with a refined sweetness

The 1st generation forefathers of the Takahashi Family were samurai in the Echizen Domain. Under orders from their feudal lord, they moved to Takada (present-day Joetsu) where they set up a candy shop in the current location in 1624. Adding malt to grain starch creates a sweet solution. This is compressed and boiled down to make a starch syrup used to form sweets. The family's 1st generation used awa (millet) to make the syrup. In 1790, the 4th-generation changed the main ingredient to glutinous rice, but the name remained the same, Awaame. In the mid-Edo period, the popular novelist, Ikku Jippensha visited the shop and wrote in his travel diary about the great taste of the syrup.

Awaame has a beautifully transparent, pale yellow color, and a pleasant, silky sweetness that differs from table sugar. The flavor becomes even milder when the syrup is held over heat on two chopsticks and “stirred/kneaded” to introduce air. Sweets made with awaame include okinaame and sasaame. Okinaame is hardened with vegetable gelatin and has an appealing jelly-like texture. Sasaame, which is awaame that has been slightly hardened through kneading and then folded inside a striped bamboo leaf, is an outstanding product with a wonderful aroma. It even appears in the novel, *Botchan* by Natsume Soseki.

Everyday in the production space within the store, the starch solution is boiled down to syrup in a large pot, syrup and vegetable gelatin are mixed, and candy is folded into bamboo leaves. The current owner, Magozaemon Takahashi gives technical guidance while working together with the staff. “Of course, manual dexterity is important in making candy, but so is visual training. When boiling down the candy, we constantly watch over the pot, making judgments on timing based on the slightest differences in the bubbles. That determines the color, flavor, and hardness of the candy when it cools, so each and every second is really a decisive moment.”

These moment-by-moment judgments in candy making have continued for over 390 years. Steadily passing on such skills allows us to today enjoy the same flavor described in Soseki's novel so many years ago.

Okinaame



Carved vintage chests of drawers.



The 14th-generation shop owner, Magozaemon Takahashi.



Skillfully folding starch syrup onto a dried bamboo leaf.



Syrup is simmered in pots with an eye on how it bubbles.



The shop, built in 1875, has been designated a Registered Tangible Cultural Property of Japan.

### Takahashi Magozaemon Shoten

3-7-2 Minami Honcho, Joetsu-shi, Niigata, 943-0841  
TEL. +81-25-524-1188 FAX. +81-25-525-3138  
<http://www.etigo-ameya.co.jp/>



Sweets are kept for sale in chests of drawers featuring beautiful mother-of-pearl work.

Osakaya,  
Hirosaki City, Aomori Prefecture

## Long-loved sweets from the Edo period become exceptional confections in the modern times.

The founders of Osakaya were said to have been vassals of the Toyotomi Family who moved to Tsugaru (present-day Hirosaki) after losing to the Tokugawa forces. Saburoemon Fukui trained in confectionery making and established a shop in Osakaya's current location in 1630. In 1771, the fourth-generation family head created Takenagashi, a kind of rice cracker sweet. Dough made with buckwheat flour, wheat flour, and sugar is thinly rolled out, cut into rectangles and grilled. Its crisp texture is quickly followed by the fragrance of buckwheat and a mildly sweet, refined flavor.

Toka is another rice cracker from long ago. A batter made with steamed glutinous rice mixed with sugar is dried for several months, then lightly roasted, giving it an airy lightness. It is then immersed in syrup and brushed with refined sugar. The amazing product has a delicate sweetness and melts like snow when eaten. The name, Toka (winter-summer), is said to have been chosen by family forefathers so as not to forget the Winter and Summer Siege of Osaka.

Kiyoshi Fukui, the thirteenth-generation family head, studied under his father. He watched his father work and was often scolded as he learned: “When at work, we were professionals, not father and son.” The staff also instructed him, encouraging him to learn through his physical senses. Takenagashi's savory aroma depends on skill in judging the degree of roasting. Toka is sun dried to produce changes in the ingredients. When roasted, minute cavities are created that improve the texture. The beloved snack takes as many as six months to prepare. Furthermore, Mr. Fukui carefully read old texts from the mid-Edo period stored at the shop to recreate honmanju (steamed cake; sake manju) and monaka (bean jam-filled wafers) and sell them as new products. “The sweets at Osakaya are highly original. Grains produce a delicate sweetness, and recreating that is the most difficult aspect of the work.” To continue making confections ever more loved by customers, he intends to keep making progress on the “homework” left by his forefathers.

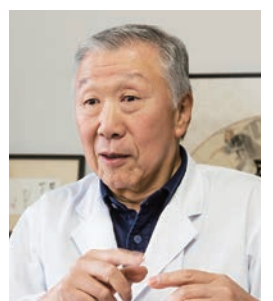
Habit forming  
Takenagashi sweets  
have the flavor of  
buckwheat and a  
delightful crisp texture.



The shop's old collection of recipes is a priceless treasure.



Ingredients for making Takenagashi sweets, buckwheat flour and wheat flour, are mixed and kneaded.



The 13th-generation shop owner, Kiyoshi Fukui.



Osakaya has stood in its current location since the early Edo period.

### Osakaya

20 Honcho, Hirosaki-shi, Aomori 036-8203  
TEL. +81-172-32-6191 FAX. +81-172-32-6193

Glimmering golden  
Awaame.



# 老舗の逸品 Superb sweets from historic shops

Many long-established shops in castle and temple towns and other traditional settings are still proving popular today. And their exceptional confections often have a history spanning 100 to 200 years. Considering the long years of accumulated knowledge and skill behind these confections, each and every one is truly a miraculous flavor experience. This array of extraordinary sweets continues to enchant us, even through changing times.

Shoeidoh / Ichinoseki-shi, Iwate

## Tamura no Ume

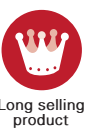
The signature product of SHOEIDOH, established in 1903, is a refined sweet with a rich plum flavor. Sweet white bean paste surrounding the plum is wrapped in a soft confectionery made with rice flour, and then wrapped in a perilla leaf. Special care is taken at each stage—from production of ingredients to manufacture—to achieve the long-loved taste for which Tamura no Ume has received numerous awards. In the company's milestone 111th year, a change was made. Each dango (sweet rice dumpling) is now individually packaged in a cup, thus boosting the sweet's popularity as a souvenir or gift.

### Tamura no Ume

¥780 (6 pcs), ¥1,040 (8 pcs), ¥2,600 (20 pcs). Tax excluded.  
Keeps for up to 30 days (store in a cool place away from direct sunlight).  
Refrigerate in the summer for even greater taste. Available throughout the year.

### Shoeidoh Co., Ltd.

3-36 Jishu-machi, Ichinoseki-shi, Iwate 021-0893  
TEL: +81-191-23-5009 FAX: +81-191-23-3151 <http://www.shoeidoh.co.jp/>



Kokonoe Honpo Tamazawa / Sendai-shi, Miyagi

## Kokonoe



Kokonoe, a sweet served in drink form, was such a highly regarded treat that it was presented as a gift to Emperor Meiji when he visited Sendai in 1901. And it is still widely given as a souvenir or gift today. To enjoy Kokonoe, put 2 tablespoons in a glass and add hot water (60-70°C). Small grains of the confection pop up one after another, producing a delightful sight and lovely aroma when you drink. Three flavors are available, including grape, yuzu (Japanese citrus) and hikicha (powdered green tea). In summer, it's delicious with cold water or soda.

### Kokonoe

¥600 (120g), ¥1,950 (120gx3). Tax excluded.  
Keeps up to 3 months at room temperature.  
Available throughout the year.

### Kokonoe Honpo Tamazawa Co., Ltd.

4-2-1 Koriyama, Taihaku-ku, Sendai-shi, Miyagi, 982-0003  
TEL: +81-22-246-3211 FAX: +81-22-246-3585 <http://www.tamazawa.jp/>

Ishibashiya/ Sendai-shi, Miyagi

## Hoshikiri



Hoshikiri, said to be the original Sendai Dagashi, is made with Sendai Hoshiii, which Date Masamune, the first Lord of the Sendai Domain ordered his people to make. Traditionally, hoshiii consisted of rice and/or cereals dried for preservation and then utilized in sweets. Today, Hoshikiri is made with Sendai Hoshiii consisting of glutinous rice, brown sugar and syrup. These are mixed, rolled up in a sheet of soybean flour dough and sliced into rings. The crunchy texture and natural sweetness of Hoshikiri are delightful.

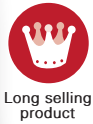
### Hoshikiri ¥300 (6 pcs). Tax excluded.

Keeps up to 30 days. Store away from direct sunlight, high temperatures and high humidity.  
Available throughout the year.

### Ishibashiya

63 Funacho, Wakabayashi-ku, Sendai-shi, Miyagi, 984-0806  
TEL: +81-22-222-5415 FAX: +81-22-261-7784 <http://www.ishibashiya.co.jp/>





Tanrokuen / Shiogama-shi, Miyagi

## Shiogama

Shiogama is a kind of Rakugan, a traditional Japanese confection. It quickly melts in the mouth, leaving the fresh aroma of green perilla. Its ingredients are glutinous rice grown in the prefecture and Mosio salt, a local specialty of Shiogama city. These are kneaded together, manually placed in wooden molds and left to harden. Each resulting cake is embossed with the pattern of Shiogama-Zakura, the symbolic cherry blossom of Shiogama Shrine, across from which the Tanrokuen shop is located. This pattern is a sign of the spirit with which Tanrokuen has preserved this traditional sweet since the shop was established in 1720.

**Shiogama ¥556 (1 box, 215g), ¥1,019 (1 box, 430g). Tax excluded.**  
Keeps up to 14 days at room temperature. Available throughout the year.  
**Tanrokuen**  
3-2 Miyamachi, Shiogama-shi, Miyagi, 985-0051  
TEL: +81-22-362-0978 FAX: +81-22-362-0978

Kashiwaya / Koriyama-shi, Fukushima

## Kashiwaya Usukawa Manju

Kashiwaya Usukawa Manju (‘‘thin skinned bun’’), is the representative sweet of Kashiwaya, a traditional, Japanese-style confectionery store in operation since 1852. The manju’s main attraction is the large amount of bean paste covered with a thin, steamed wrapper. Strictly selected red beans produced in Hokkaido are used for the filling and seasoned with a moderate amount of sugar in order to emphasize the beans’own flavor. The manju are available with two types of filling: smooth bean paste or whole beans. The bean paste melts pleasurably in the mouth, while the whole bean filling allows you to enjoy the simple taste and texture of red beans. Mini, bite-sized versions of both types are also available.

**Kashiwaya Usukawa Manju**  
**¥90 (1 pc), ¥450 (5 pcs per bag), ¥1,000 (10 pcs per box). Tax excluded.**  
Keeps up to 7 days from the production date. Store away from direct sunlight, high temperatures and high humidity. Available throughout the year.  
**Kashiwaya Co., Ltd.**  
127-5 Aza-miyata, Kubota, Fukuyama-machi, Koriyama-shi, Fukushima, 963-8071  
TEL: +81-24-956-5511 FAX: +81-24-956-5551



Kannoya / Koriyama-shi, Fukushima

## Kaden Yubeshi

Kaden Yubeshi has been loved by generations since its introduction in the 1860s, and is still regarded as a representative specialty of Fukushima Prefecture. Lightly soy-seasoned rice flour dough is specially shaped around a mildly sweetened bean paste filling and steamed to produce this beautifully formed sweet. The mild soy taste of the sticky wrapper emphasizes the delicate sweetness of the smooth bean paste, producing mild, pleasurable sensation in the mouth.

**Kaden Yubeshi**  
**¥600 (6 pcs per pkg), ¥1,000 (10 pcs per box). Tax excluded.**  
Keeps up to 7 days at room temperature. Available throughout the year.  
**Kannoya Co., Ltd.**  
3 Aza-miyakida, Ota, Nishita-machi, Koriyama-shi, Fukushima, 963-0911  
TEL: +81-247-62-2161 FAX: +81-247-62-1550



Matsubado Matsumura / Kuroishi-shi, Aomori

## Hoshiume

In this delicious treat, sweet white bean paste is carefully wrapped in glutinous mochi rice, called ‘‘gyuhi,’’ which is then wrapped in red perilla (shiso) leaves. In 1915, Emperor Taisho himself purchased the sweet while in Kuroishi for military maneuvers. The mild sweetness of the white bean paste and the flavor and aroma of the salted red perilla combine exquisitely in this exceptional confection. Matsubado Matsumura has a proud history of over 100 years and is well-known for this and other superior sweets, such as Komise Monaka and Neriokan, which have come to represent the castle town of Kuroishi.

**Hoshiume ¥2,150 (16 pcs). Tax included.**  
Keeps up to 10 days at room temperature. Available throughout the year.  
**Matsubado Matsumura Inc.**  
30 Nakamachi, Kuroishi-shi, Aomori 036-0377  
TEL: +81-172-52-3754 FAX: +81-172-52-2213



Okashitsukasa Osakaya / Hirosaki-shi, Aomori

## Takenagashi

Takenagashi is a traditional Japanese confection embodying the history of the Okashitsukasa Osakaya sweets shop, established more than 380 years ago. Following a centuries-old production method, dough made with locally grown buckwheat flour is hand-rolled into super-thin sheets, which are then baked one by one. Each wafer is characterized by its crispy texture, mildly sweet buckwheat flavor, and the gentle, melt-in-the-mouth sensation it provides. Once you start with this exquisitely delicious treat, you won’t be able to resist repeatedly reaching out for ‘‘just one more.’’

**Takenagashi ¥1,000 (50 slices per box). Tax excluded.**  
Keeps for up to 4 months in an airtight container. Available throughout the year.  
**Okashitsukasa Osakaya**  
20 Honcho, Hirosaki-shi, Aomori, 036-8203  
TEL: +81-172-32-6191 FAX: +81-172-32-6193



Kujiramochi rice cakes are a specialty of the Asamushi District of Aomori, famous for its historic hot spring resort. The name, ‘‘Kujiramochi,’’ expresses the hope that the product would be loved forever. High quality, milled Tsugaru rice is mixed with strictly chosen smooth bean paste, sugar and walnuts, then steamed. The resulting confection features moderate sweetness and a sticky feeling in the mouth, with the walnut adding a special accent. In summer, enjoy it even more after cooling in the refrigerator for half an hour.

**Kujiramochi ¥ 410 (per bar). Tax included.**  
Keeps up to 7 days at room temperature. Available throughout the year.  
**Nagai Kujiramochiten Inc.**  
51-5 Aza-sakamoto, Oaza-asamushi, Aomori-shi, Aomori, 039-3501  
TEL: +81-17-752-3228 <http://www.kujiramochi.jp/>



Nagai Kujiramochiten / Aomori-shi, Aomori

## Kujiramochi







Kashiho Eitarou / Akita-shi, Akita  
**Sanazura**

Sanazura is one of the well-known sweets made by Kashiho Eitarou, the famed confectionery store founded in 1883. In the dialect of Akita Prefecture, “Sanazura” is a type of wild grape which grows in the local mountains. These grapes are used to make a concentrated juice, which is then aged and finally jellified with agar from Tanba, Kyoto. Sanazura’s moderate sourness and sweetness combine in a deep flavor reminiscent of a mature wine. This confection is widely popular as a souvenir or gift.

**Sanazura ¥778 (8 pcs), ¥1,167 (12 pcs). Tax excluded.**  
Keeps for up to 40 days. Store at room temperature away from direct sunlight in a place not subject to high heat and humidity. Available throughout the year.  
**Kashiho Eitarou Co., Ltd**  
9-11 Saiwaicho, Koyo, Akita-shi, Akita, 010-0967  
TEL: +81-18-863-6133 FAX: +81-18-863-1858 <http://www.eitaro.net/>



Kimuraya / Tsuruoka-shi, Yamagata  
**Kokyo**

This famous confection is modeled on a mirror excavated from Mt. Haguro’s Kagami Ike (Mirror Pond), well known as a site for mountain worship. Adzuki beans from Hokkaido are used to make a coarse anko (sweet adzuki bean paste), which is then sandwiched within disks of gyuhi (glutinous Turkish delight) to create a round sweet based on the ancient mirror motif. Since its founding in 1887, Kimuraya has continually strived to produce soft, sophisticated and refreshing adzuki bean-based sweets, which remain popular as gifts and souvenirs.

**Kokyo ¥450 (3 pcs), ¥1,400 (9 pcs). Tax excluded.**  
Keeps for up to 35 days from the production. Store at room temperature. Available throughout the year.  
**Kimuraya Inc.**  
9-25 Sannomachi, Tsuruoka-shi, Yamagata, 997-0028  
TEL: +81-235-22-4530(main) FAX: +81-235-22-4538 <http://www.kimuraya.co.jp/>



Satoya / Yamagata-shi, Yamagata  
**Noshi Ume**

This confection is famous, not only as the representative sweet of Yamagata, but also as the most popular product of Satoya, the historical sweets shop founded 194 years ago. Fully ripened plums from Murayama are combined, using traditional methods, with sugar, agar, and starch syrup to produce this sweet. Carefully placed, one by one, on a glass jelly roll pan, the beautiful surface resembles a work of art. The delicate harmony of the syrup’s sweetness with the plum’s tartness produce a sophisticated taste everyone can enjoy. This superb confection has long been a popular souvenir or gift.

**Noshi Ume ¥500 (5 sheets per bag), ¥1,000 (10 sheets per box), ¥2,000 (20 sheets per box). Tax excluded.**  
Keep at room temperature for up to 90 days from the production date. Available throughout the year  
**Noshi ume Honpo Satoya**  
3-10-36 Toka-machi, Yamagata-shi, Yamagata, 990-0031  
TEL: +81-23-622-3108 FAX: +81-23-642-4804 <http://satoya-matsubei.com>



CHOEIDO / Yamagata-shi, Yamagata  
**Ita Karinto**



Flavorsome Ita Karinto is the signature product of CHOEIDO, which has been run by the same family for five generations, over 130 years. CHOEIDO focuses on high-quality ingredients, and using only the best grade brown sugar gives this confection its sophisticated, rich sweetness. CHOEIDO’s artisans make Ita Karinto one by one, by hand. This limits production, but news of its unique and simple flavor has spread by word of mouth and orders from outside Yamagata are increasing.

**Ita Karinto**  
**¥130 (1 pc), ¥1,420 (10 pcs box). Tax excluded.**  
Keeps for up to 60 days at room temperature. Available throughout the year.  
**CHOEIDO Co., Ltd**  
1-2-32 In-yakumachi, Yamagata-shi, Yamagata, 990-0066  
TEL: +81-23-622-5556 FAX: +81-23-622-5554

Koshinoyuki Honpo Yamatoya / Nagaoka-shi, Niigata  
**Koshinoyuki**

Koshinoyuki, a famed sweet of Nagaoka City, was first presented as an offering to Makino Tadakiyo, the area’s feudal lord, back in 1778. And it is said that he bestowed the Koshinoyuki name at that time. Koshinoyuki is a hard cake made from locally produced glutinous (sticky) rice—crushed using a unique method—and wasanbon, refined sugar made from Japanese-grown sugarcane. It is characterized by its initial hardness, quickly changing to a melt-in-the-mouth sensation. Since the recipe is very simple, we never compromise on ingredients. Our wasanbon, for example, is still purchased from the same producer, in Tokushima, Shikoku, that we have been using since 1778, when our store was established.

**Koshinoyuki**  
**¥1,100 (16 pc box), ¥1,650 (24 pc box). Tax excluded.**  
Keeps up to 20 days at room temperature. Available throughout the year.  
**Koshinoyuki Honpo Yamatoya**  
3-3 Yanagihara-machi, Nagaoka-shi, Niigata, 940-0072  
TEL: +81-258-35-3533 FAX: +81-258-34-5652



Okashitsukasa Kikutani / Shibata-shi, Niigata  
**Omizu Ame**



Omizu Ame is a sweet syrup produced with the same method since the establishment of the store some 400 years ago. Our local feudal lord brought this superb syrup to Edo, present-day Tokyo, as an offering to the Shogun in the Edo Period, and is still popular among all ages today. The only ingredients are locally produced glutinous (sticky) rice and malted barley, with no sugar added. Amber-colored Omizu Ame yields a natural sweet feeling throughout the mouth. It is nutritious and reputed to be stomach- and throat-friendly, as well.

**Omizu Ame ¥2,700 (500g bottle). Tax included.**  
Keeps up to 3 months at room temperature. Available throughout the year.  
**Okashitsukasa Kikutani**  
7-4-23 Daiei-cho, Shibata-shi, Niigata, 957-0056  
TEL: +81-254-22-2509 FAX: +81-254-22-2524





# 人気の郷土菓子 Popular local sweets

Favorite local sweets differ from place to place, and a wide variety of hometown sweets are loved in communities throughout Tohoku and Niigata. Each of these popular sweets is unique in appearance and flavor, and reflects the culture and customs of its region. Take a small “journey” with each bite and experience a bit of the local flavor.



Osakaya Kashiten / Otsuchi-cho, Iwate

## Sake Monaka

Charming, salmon-shaped wafers are filled with a light, sweetened bean paste made with kidney beans. These sweets are popular as presents and souvenirs from the town of Otsuchi. Osakaya Kashiten (Osakaya Sweets Shop) was completely destroyed by the tsunami triggered by the Great East Japan Earthquake, but today continues business in a temporary shopping area. The abundant filling has a refined sweetness, and this treat received the Honor Award at the National Confectionery Exposition.

**Sake Monaka ¥150 (per piece), ¥1,140 (7 pc box), ¥1,600 (10 pc box). Tax excluded.**

Keep at room temperature for up to 20 days after date of manufacture. Available throughout the year.

**Osakaya Kashiten**

Otsuchi 23 Chiwari 9, Otsuchi-cho, Kamihei-gun, Iwate 028-1131  
(Otsuchi Kitasho Fukko Kirari Shotengai C-1-4)  
TEL: +81-193-42-2355 FAX: +81-193-42-2355 <http://osakaya-otsuchi.jimdo.com/>



Kansendo / Natori-shi, Miyagi

## Kurumi Yubeshi



Yubeshi is a kind of steamed, almost gelatin-like cake. In Tohoku, yubeshi containing kurumi (walnuts) are particularly popular. The combination of the crispy walnut pieces and chewy cake is superb. Besides kurumi, yubeshi made with goma (sesame) and yuzu (Japanese citrus) are available, and chestnut yubeshi are also popular.

**Kurumi Yubeshi**

**¥120 (1 pc), ¥1,350 (10 pc box). Tax excluded.**

Keeps for up to 8 days at room temperature. Available throughout the year.

**Kansendo Co., Ltd.**

132 Aza-Kashima, Shimoyoden, Natori-shi, Miyagi 981-1223  
TEL: +81-381-6561 FAX: +81-384-5130 <http://www.kansendo.co.jp/>

Fujiya Senshu / Sendai-shi, Miyagi

## Hasekurayaki



Hasekurayaki is a popular confection with a moist cake coating and walnut-flavored white-bean paste filling. It was named after Hasekura Tsunenaga, who went to Europe and met with the Pope on a mission from Date Masamune, lord of the Sendai Domain. The confection is well-known as a local specialty. Fujiya Senshu used to produce and sell other kinds of sweets, but is now focusing on Hasekurayaki and preserving its unique taste and hand-made production methods.

**Hasekurayaki**

**¥1,000 (6 pc box). Tax excluded.**

Best consumed within 10 days of date of production. Store away from direct sunlight, high temperatures and high humidity. Available throughout the year.

**Fujiya Senshu Ltd.**

3-14-25 Ayashihigashi, Aoba-ku, Sendai-shi, Miyagi, 989-3127  
TEL: +81-392-2288 FAX: +81-392-9771 <http://www.fujiya-senshu.co.jp/>



Honpo Ichinosaka Mochiya / Osaki-shi, Miyagi

# Kuridango

Kuridango is a specialty of Naruko Onsen, a leading hot spring resort in Tohoku. To make Kuridango, whole chestnuts are stewed in soy sauce and sugar, then each is wrapped with soft, freshly pounded rice-cake and topped with soy sauce-based jelly. The confectioner Honpo Ichinosaka Mochiya has been in operation since 1818, and its Kuridango, with its combination of warm and fluffy chestnut and salty-sweet jelly is favored by tourists throughout the year. Kuridango doesn't store well, so you can only purchase it fresh, in the shop—eat in or take out.

**Kuridango ¥400** (2 pcs for eat-in), **¥760** (6 pcs for take-out). Tax included.

Only good for the day of purchase at room temperature. Available throughout the year, except for Wednesdays.

**Honpo Ichinosaka Mochiya**

35-1 Aza-Shinyashiki, Naruko Onsen, Osaki-shi, Miyagi, 989-6822  
TEL: +81-229-82-2176 FAX: +81-229-82-2178



Aizu Aoi / Aizuwakamatsu-shi, Fukushima

# Caste-an Aizu Aoi

Caste-an is a locally popular cake consisting of castella—made with plenty of egg yolks—surrounding a filling of homemade, smooth red bean paste. When Caste-an was introduced in 1958, its combination of castella sponge cake and bean paste was so unique, so that it won the “Original Idea Award” from the head of the Science and Technology Agency. The pattern embossed on each cake copies the imprint of the “Aizuhifu” library seal used by the Aizu lord in the Edo Period. This expresses the shop owner's determination to preserve the traditional taste of Castella as sincerely as those precious books were kept in the old days.

**Caste-an Aizu Aoi**

**¥1,150** (5 pc box), **¥2,300** (10 pc box). Tax included.

Keeps up to 14 days at room temperature. Available throughout the year. After opening the package, please consume as soon as possible.

**Aizu Aoi Co., Ltd.**

4-18 Ote-machi, Aizuwakamatsu-shi, Fukushima, 965-0873  
TEL: +81-242-26-5555 FAX: +81-242-26-8999 <http://www.aizuaoi.com/>



Sanmangoku / Koriyama-shi, Fukushima

# Mamador

Mamador, the signature sweet of Sanmangoku, has been long loved for its consistent, mild taste. With its trademark yellow wrapper and illustration of mother-and-child, Mamador is very popular as a souvenir or gift among all ages. The combination of butter-flavored dough and milky tasting bean paste produce a rich and sweet taste reminiscent of a mother's deep affection. It goes equally well with English tea or green tea. Chocolate-flavored Mamador is also available for a limited time.

**Mamador ¥400** (5 pc box), **¥1,000** (12 pc box). Tax excluded.

Keeps up to 8 days. Store at room temperature. Available throughout the year.

**Sanmangoku Co., Ltd.**

7-5 Aza-kamikoda, Fukuhara, Fukuyama-machi, Koriyama-shi, Fukushima, 963-8588  
TEL: +81-120-81-3059 FAX: +8124-956-5154 <http://www.sanmangoku.co.jp/>

Shinbori / Hachinohe-shi, Aomori

# Mame Shitogi

Shitogi is a sweet rice cake made with rice powder. Mame Shitogi is a traditional treat made by adding beans to the Shitogi base. Mame Shitogi was originally made as a homemade snack. Even now, Mame Shitogi from Shinbori are hand-made to preserve the taste which local people have loved for generations. The standard type contains green beans, and has a greenish hue. Black-bean Shitogi, with its distinctive bean flavor, is also popular. Enjoy Mame Shitogi as is, or savor the roasted flavor after toasting.

**Mame Shitogi (with green beans/ black beans):**

**¥300 each** (270g per pkg). Tax excluded.

Keep frozen. Consume within 3 days after defrosting. Available throughout the year.

**Shinbori, Inc.**

22-2 Aza-kansai, Oaza-kawaragi, Hachinohe-shi, Aomori, 039-1161  
TEL: +81-178-20-5439 FAX: +81-178-20-5440 <http://www.sinbori.com/>



Sato Seika / Hachinohe-shi, Aomori

# Petit Imo Ate



Petit Imo Ate is a white bean paste-filled donut, originally sold in a unique way at a local sweets shop for children. It is sold in the same way today. Each customer rips a small piece of paper from a “lotto” game board. If you choose a winning piece, you get a big donut; if not, a small one. It is thus called a “lot-win snack.” The donuts are still made one-at-a-time by hand. The superb combination of the sweet bean filling and savory outer donut has won devoted fans among all age groups—from children to the elderly.

**Petit Imo Ate**

**¥1,000** (11 pc box - 3 large & 8 small). Tax excluded.

Keeps up to 30 days at a dark and cool place. Available throughout the year.

**Sato Seika**

68 Aza-miyazaki, Tsukano, Hirosaki-shi, Aomori, 038-3874  
TEL: +81-172-34-3356 FAX: +81-172-34-3486 <http://tsugaru-atemono.jp/>

Kinman / Akita-shi, Akita

# Kinman



This delicious confection is popular in Akita Prefecture. It is just the right size for eating, with a taste that hasn't changed for 60 years. Sweet white bean paste made with eggs is enveloped in a sponge cake sweetened with honey and baked to plump perfection. Men and women of all ages love its refined sweetness, and everyone knows that you can't eat just one. In addition to the fresh type, Kinman are now also sold in a vacuum pack for longer-lasting goodness.

**Kinman**

**¥600** (10 pc box). Tax excluded.

Keeps up to 10 days at room temperature (vacuum-packed). Available throughout the year.

**Kinman Co., Ltd.**

1-2-16 Higashi-dori, Akita-shi, Akita, 010-0003  
TEL: +81-18-832-6789 FAX: +81-18-832-6864





Long selling product



Award-winning product

Yukarido Seika / Semboku-shi, Akita

## Kokutogake Ochiba Karinto

This is a well-known confection of Kakunodate, a tourist spot known as the “little Kyoto of Michinoku.” Its twisted shape represents a leaf falling to the ground. With the flavors of fine flour and brown sugar, this karinto has a moderate sweetness and a wonderful, crunchy texture—perfect for teatime. Besides Kokutogake Ochiba Karinto, Yukarido Seika produces various kinds of karinto, rice crackers, and other Japanese-style confections. Its treats incorporating vegetables or soy milk are particularly popular.

**Kokutogake Ochiba Karinto**  
**¥350 (9 pcs per bag). Tax excluded.**  
Keeps up to 120 days at room temperature. Available throughout the year.

**Yukarido Seika Inc.**  
2-6 Dannotaira, Ogata, Kakunodatemachi, Semboku-shi, Akita, 014-0347  
TEL: +81-187-54-3160 FAX: +81-187-54-3180 <http://www.yukarido.com/>

Rogetsudo / Yokote-shi, Akita

## Shittori Manju

This special item was created out of the desire to make sweets that can be enjoyed everyday by everyone, from children to seniors. The outer layer, developed through trial and error, has a moist, springy texture that beautifully complements the perfect sweetness of the bean paste filling. It is now widely known as a representative sweet of the city of Yokote, and is so popular that senior citizens and students from nearby elementary schools stop by the company shop almost everyday to buy it.

**Shittori Manju**  
**¥810 (9 pcs per pkg). Tax excluded.**  
Keeps up to 10 days at room temperature. Available throughout the year.

**Rogetsudo Inc.**  
74 Ichiban-cho, Nishihara, Jumonji-machi, Yokote-shi, Akita, 019-0503  
TEL: +81-182-42-0206 FAX: +81-182-42-0553 <http://www.rogetsudo.com>



Mogami Bussankan / Shinjo-shi, Yamagata

## Kujiramochi

This sweet has long been made in the Mogami area of Yamagata Prefecture. Its name, Kujiramochi, could lead one to picture rice cake containing whale meat, but it’s actually a steamed sweet cake made with glutinous rice flour kneaded together with regular rice, walnuts and sweetened water. There are varieties of flavors, including miso (fermented bean paste), soy sauce, brown sugar, and bean jam. The texture is soft and unique, and it’s excellent as is or toasted.

**Kujiramochi**  
**¥756 (per bar), ¥788 (8 mini-sized pcs), ¥1,576 (16 mini-sized pcs). Tax included.**  
Good up to 30 days from production date. Store at room temperature.  
Preserve longer by freezing. Available throughout the year.  
\*Mochi products can harden 4-5 days after purchase.  
Lightly grill in toaster oven to restore original texture and taste.

**Mogami Bussankan**  
C/O Yumeria, 1-2 Tamon-cho, Shinjo-shi, Yamagata, 996-0024  
TEL: +81-233-28-8886 FAX: +81-233-28-8887 <http://www.mogami-bussan.com/>



Long selling product

Umetsu Kashiho / Tsuruoka-shi, Yamagata

## Karakara Senbei

Karakara Senbei, a specialty of Tsuruoka City, is a Japanese biscuit folded into a triangular shape with a small toy inside. You can’t tell what’s inside until you open it. The excitement and suspense felt while selecting which one to buy—feeling the weight, listening to the sound it makes when shaken—gives pleasure to kids and adults alike. The 300 year old Umetsu kashiho snack shop is the only one still producing them in the traditional way handed down from ancient days—by hand, one-by-one, with fine flour and brown sugar.

**Karakara Senbei ¥432 (8 pcs per pkg). Tax included.**  
Keeps up to 7 days from the production date.  
Store at room temperature away from direct sunlight. Available throughout the year.

**Tsuruoka Dagashi Umetsu Kashiho**  
2-8-16 Hon-cho, Tsuruoka-shi, Yamagata, 997-0034  
TEL: +81-235-22-7348 FAX: +81-235-22-7348



Long selling product



Award-winning product



Tsuruoka-shi, Yamagata

## Okitsunehan, Kitsunemen

This centuries-old Japanese-style confection is modelled on the ancient fox-face mask of Tsuruoka City, Yamagata Prefecture, and is sold under the nickname of Okitsunehan (Mr. Fox) or Kitsunemen (Fox mask). Dough made with brown sugar and red bean paste, is baked in a fox face-shaped mold. The foxes’ facial expressions are very cute, and the fragrant smell of brown sugar brings back pleasant old memories.

**Okitsunehan, Kitsunemen**  
**¥300 (6 pcs per pkg). Tax excluded. Price may vary.**  
Keeps up to 8 months from the production date. Store at room temperature.  
Available throughout the year.

**Contact : Tsuruoka Tourism and Products Division**  
9-25 Baba-cho, Tsuruoka-shi, Yamagata, 997-8601  
TEL: +81-235-25-2111 FAX: +81-235-25-7111 <http://www.tsuruokakanko.com>



Long selling product

Okashitsukasa Mogamiya / Agano-shi, Niigata

## Sankaku Daruma Monaka

Sankaku Daruma figurines are a traditional handicraft with a history of more than 180 years in Niigata Prefecture. Among them, the Suibara Sankaku Daruma is characterized by its sideways glancing eyes and tight-lipped mouth turned down at both ends. Sankaku Daruma Monaka is a confection patterned after this Daruma figure. It’s crispy shell is lavishly packed with moderately sweet white-bean paste containing Japanese basil. It is completely hand-made, and the hint of basil and crispy texture make it a real favorite, and a popular souvenir.

**Sankaku Daruma Monaka**  
**¥120 (1 pc), ¥820 (6 pc box), ¥1,350 (10 pc box). Tax included.**  
Keeps up to 10 days at room temperature. Available throughout the year.

**Okashitsukasa Mogamiya**  
2-11-11 Chuo-cho, Agano-shi, Niigata, 959-2021  
TEL: +81-250-62-2206 FAX: +81-250-62-2325 <http://www.aganosi-mogamiya.com/>



Long selling product





# N<sup>銘菓の新美味</sup>ew flavors for well-known confections

Those involved in traditional culture say that preserving our heritage requires constantly taking up challenges. The world of Japanese sweets is no different. Artisans preserving the exceptional, traditional confections of Tohoku and Niigata also strive to create new flavors for old forms as another way to build interest and keep these traditional sweets relevant and strong.

Kojima Seika / Kamaishi-shi, Iwate

## Shiawase no Sakamanju

Sake lees from the local, Hamachidori, sake brewed in Kamaishi, are kneaded into rice flour and used to make these saka manju (steamed buns with filling). This perfect pairing of ingredients produces a new flavor from Kojima Seika, founded in 1945. Though created after the Great East Japan Earthquake, sakamanju soon became popular because of the superb, chewy texture from the rice flour and the invigorating aroma of Hamachidori. The package features a printed wish for happiness and a graphic of Kanonchan, the mascot of Daikannon, a famous site in Kamaishi.

### Shiawase no Sakamanju

¥518 (5 pc pack), ¥1,188 (10 pc box). Tax included.

Best consumed within 20 days of shipping date. Available throughout the year.

#### Kojima Seika Ltd.

1-2-38 Kaminakashima-cho, Kamaishi-shi, Iwate, 026-0041  
TEL: +81-193-23-6376 FAX: +81-193-27-2391 <http://kojimaseika.com/>



Kudo Kashiten, Okashidokoro Takahashi, Danpei  
/ Nishiwaga-machi, Iwate

## Warabi Mochi



Three sweets shops in the town of Nishiwaga jointly sell this shared brand of authentic warabi mochi, a rarity even in Japan. The sweets are made entirely with a town specialty—Nishiwarabiko, the starch derived from the root of the warabi (bracken fern). Ten kilograms of warabi roots yield a mere 500g starch, so it is, indeed, a scarce, expensive ingredient. Each shop makes the mochi somewhat differently, so it is fun to compare the varying flavors and textures.

### Warabi Mochi

①Warabi Mochi Hana ¥1,620 (9 pcs)

②Nishiwarabi Mochi ¥1,080 (6 pcs)

③Kiwami Nishiwarabi Mochi ¥1,520 (12 pcs). Tax included.

Keep frozen. Consume within a day after defrosting. Available throughout the year.

①Kudo Kashiten 82-1, Yumoto 30 Chiwari, Nishiwaga-machi, Waga-gun, Iwate, 029-5505  
TEL: +81-197-84-2606 FAX: +81-197-84-2613 <http://kudokashiten.jp>

②Okashidokoro Takahashi 30-8-2, Yumoto, Nishiwaga-machi, Waga-gun, Iwate, 029-5505  
TEL&FAX: +81-197-84-2917 <http://www5.et.tiki.ne.jp/~itiniti/>

③Danpei Inc. 36-26-4, Okutsu, Nishiwaga-machi, Waga-gun, Iwate, 029-5507  
TEL&FAX: +81-197-82-2398 <http://www.danpei.co.jp/>

Zunda Saryo Sendai Station 3F Zunda Komichi Store  
(Kasho Sanzen) / Sendai-shi, Miyagi

## Zunda Shake



The Zunda Shake was developed familiarize more people with the great taste of zunda, made with mashed green soybeans, and introduce Sendai's famous delicacy, Zunda Mochi. Homemade zunda is mixed into a vanilla shake made with select milk to create a refreshing treat. To retain the special taste of the beans, they are not completely mashed, and are only moderately sweetened. The rich aroma of zunda and cool vanilla shake make for a delightful taste, popular throughout the year.

### Zunda Shake ¥250 (Tax included).

Consume on day of purchase.  
Available throughout the year, only at the store.

Zunda Saryo Sendai Station 3F Zunda Komichi Store  
(Kasho Sanzen Co., Ltd.)

Sendai Station 3F Zunda Komichi Store, 1-1-1 Chuo, Aoba-ku,  
Sendai-shi, Miyagi, 980-0021 <http://zundasaryo.com/>  
TEL: +81-22-715-1081 FAX: +81-715-1081



Hitachiya / Sendai-shi, Miyagi

# Chacco Series



Dagashi have traditionally been the sweets of commoners. Sendai Dagashi, in particular, are popular for their handmade, “rural” taste and variety of types. The Chacco Series features smaller sizes, so women can easily enjoy a small bite without it becoming too filling. The name Chacco is taken from the word “Chacoi” (small) and the phrase “Ochacco subeshi” ( “Let’s have a short break” ). The key concept for the series is “cute and delicious,” and Hitachiya applies a bit of ingenuity in creating heart-shaped miso-bread, and other delightful treats in this line.

**Chacco Series ¥500 (10 assorted flavors). Tax included.**  
Keeps up to 25 days at room temperature. Available throughout the year.

**Hitachiya & Co.**  
1-4-7 Odawara, Miyagino-ku, Sendai-shi, Miyagi, 983-0803  
TEL: +81-22-297-0525 FAX: +81-22-297-0397 <http://sendaidagashi.com/>

Nagatoya Honten / Aizuwakamatsu-shi, Fukushima

# Kagunokinomi



Nagatoya Honten is a long-established shop known for creating Japanese-style confections using Manchurian walnuts for their excellent flavor and texture. Kagunokinomi is an especially elegant sweet often used on special occasions such as tea ceremonies or home parties. In making Kagunokinomi, high-quality, homemade bean paste is gently wrapped around a select, Aizu-grown Manchurian walnut and sprinkled with brown sugar as a finishing touch. Kagunokinomi has earned a high reputation for its sweetness from two sources—the bean paste and brown sugar—which bring out the rich taste of Manchurian walnut. Sold in a wooden box emphasizing the sense of quality, Kagunokinomi is a very popular gift item.

**Kagunokinomi**  
**¥1,900 (17 pcs in wooden box). Tax included.**  
Keeps up to 14 days at room temperature. Available throughout the year.

**Nagatoya Honten Co., Ltd.**  
2-10 Kawara-machi, Aizuwakamatsu-shi, Fukushima, 965-0865  
TEL: +81-242-27-1358 FAX: +81-242-26-4772 <http://www.nagatoya.net/>

Iwaki Chocolate / Iwaki-shi, Fukushima

# Mehikari Salty Chocolate / Kogyoku Apple Chocolate



Our specialty Mehikari chocolate, containing a creamy caramel candy, is formed in the shape of the Mehikari, a signature fish of Iwaki City. Lightly sweetened chocolate and the rich flavor of caramel are well-suited, and the combination is enhanced by large grains of salt sprinkled over the chocolate. Another of our treats, Kogyoku Apple Chocolate, contains “gelée de fruits” (fruit jelly) made of Mitsu Kogyoku apples, a popular variety in this area. You can thus savor a delicious combination of chocolate and the refreshing flavor of apples.

**Mehikari Salty Chocolate ¥1,000 (10 pcs),**  
**Kogyoku Apple Chocolate ¥1,500 (16 pcs),**  
**Assorted set of Mehikari and Kogyoku Chocolates ¥2,800 (Tax excluded).**  
Mehikari Salty Chocolate: Keeps up to 35 days in summer and 50 days in winter.  
Kogyoku Apple Chocolate: Keeps up to 30 days.  
Store in a cool place, away from direct sunlight, high temperatures and high humidity. Available throughout the year.

**Iwaki Chocolate Co., Ltd**  
16-6 Teramawari-cho, Onahama, Iwaki-shi, Fukushima, 971-8164  
TEL: +81-246-53-5265 FAX: +81-246-53-5265 <http://www.shiochoco.com/>

Yamasa Shoten / Tadami-machi, Fukushima

# Okutadami Handmade Sweets

A long-standing custom in Tadami-machi is for each household to distribute its own home-made candies to neighbors through the long winter. Yamasa Shoten, a long established candy shop, has, over the years, inherited many of the traditional tastes of the area. The shop is known for its handmade candies, including the naturally sweet Taguri-ame, Hana-ame, in which actual petals of the Japanese peony are used, and old-fashioned Otakara Yubeshi. A new hit product, Soba-arare crackers, has attracted customers’ attention in recent years with its crispy texture and tantalizing flavor coming from buckwheat and the Junen plant, which blooms only once in ten years. Yamasa Shoten’s Soba-arare won an Award of Excellence in the Fukushima Prefectural Delicious Foods Contest in 2013.

**Okutadami Handmade Sweets**  
**Taguri-ame ¥650 (500g), Tezukuri-ame ¥360 (15 pcs),**  
**Otakara Yubeshi ¥600 (1 block), Soba-arare ¥430 (70g). Tax included.**  
Keeps up to 1 year for Taguri-ame and 3 months for Soba-arare and 35 days for Otakara Yubeshi.  
Store at room temperature. Available throughout the year. Taguri-ame are also sold at roadside stations in Aizu area.

**Yamasa Shoten**  
30 Irikanouzu, Kanouzu, Tadami-machi, Minamiaizu-gun, Fukushima, 968-0415  
TEL: +81-241-82-3401 FAX: +81-241-82-2781 <http://www.yumekaidou.jp>



Okinaya / Aomori-shi, Aomori

# Usukurenai

Usukurenai, literally meaning “light red,” consists of glazed slices of Aomori-grown, Kogyoku apples simmered for hours in a sugar solution. Their rich taste is then enhanced through a drying process. Kogyoku apples, characterized by their mild tartness and notable fragrance, are particularly well-suited for cooking and sweets. For our Usukurenai, only specially selected apples in good condition with a diameter around 7cm are used. As only a few round slices are taken from each apple, this sweet is an especially luxurious specialty.

**Usukurenai**  
**¥200 (per slice), ¥1,998 (9 slices per box). Tax included.**  
Keeps up to 90 days at room temperature.  
Available from around October 20th to the end of August of the following year.

**Okinaya Co., Ltd.**  
1-18-15 Minamitsukuda, Aomori-shi, Aomori, 030-0964  
TEL: +81-17-742-1430 FAX: +81-17-742-1448 <http://shop.a-okinaya.co.jp/>

Kurakichi / Senboku-shi, Akita

# Nama An Morokoshi

Morokoshi is a famed confection of Akita Prefecture. It is a kind of high-class confection known as “rakugan.” The term, morokoshi, means “exceeding all” and originates in a story from the Edo Period. When morokoshi was presented to the region’s feudal lord, he was delighted and said it tasted “better than anything else.” Nama An Morokoshi is made with select adzuki bean flour and sugar, preserving the moist texture and elegant sweetness from the old days. It is a widely popular Japanese-style cake. Kurakichi’s seasonal product, Nama An Morokoshi is also a must-try.

**Nama An Morokoshi ¥500 (4 pcs),**  
**¥600 (4 pcs containing Saimyo-ji chestnuts), ¥600 (4 pcs with sweet, mild sake flavor),**  
**¥500 (4 pcs with seasonal flavor). All prices, tax excluded.**  
Keeps up to 15 days at room temperature. Available throughout the year.

**Kurakichi Inc.**  
38-25 Kobitomachi, Kakunodatemachi, Senboku-shi, Akita, 014-0324  
TEL: +81-187-52-0505 FAX: +81-187-52-0515 <http://www.kurakichi.jp/>





Morokosian Isamiya / Senboku-shi, Akita

Assorted Nama Morokoshi

Morokoshian Isamiya is one of the old confectionary shops which originally sold nama morokoshi (unbaked bean flour cakes), and three of its popular morokoshi varieties are selected for this assortment. The plain type has the great flavor of adzuki beans, with a moist texture and elegant sweetness attracting many fans. Our most recommended morokoshi is bite-sized and easy to eat, made with sweetened adzuki bean paste wrapped in dough. The third type, Sakasen, incorporates whole adzuki beans in the morokoshi dough, so you can enjoy the texture of the beans. You will savor all of these luxurious tastes and textures.

**Nama Morokoshi**  
¥1,000 (Nama morokoshi, Morokoshian, Sakasen—4 pcs each, 12 total). Tax excluded.  
Keeps up to 25 days at room temperature. Available throughout the year.

**Morokosian Isamiya**  
21 Shimomura, Ogata, Kakunodatemachi, Senboku-shi, Akita, 014-0347  
TEL: +81-187-54-3108 FAX: +81-187-54-3109 <http://www.morokosian.jp/>



Satoya / Yamagata-shi, Yamagata

Tamayura

Satoya is the long-established shop in Yamagata, and its primary products, Noshiume and Wa-no-nama chocolate, are combined to make Tamayura, a popular new sweet. Chocolate is mixed with white bean jam, agar and fresh cream. This produces a rich flavor, while the absence of butter yields a fresh aftertaste. This mixture then harmonizes delicately with the sweet-sour taste of fully ripened plums. For a special treat, enjoy Tamayura with alcohol, such as red wine or brandy.

**Tamayura**  
¥1,000 (6 pcs), ¥2,000 (12 pcs), ¥3,000 (18 pcs). Tax excluded.  
Good up to 10 days from date of production.  
Available from late September to early June.

**Noshi ume Honpo Satoya**  
3-10-36 Toka-machi, Yamagata-shi, Yamagata, 990-0031  
TEL: +81-23-622-3108 FAX: +81-23-642-4804 <http://satoya-matsubei.com>

P.K.C+ Phakchii Plus / Niigata-shi, Niigata

Additive-free sweet rice snack -Tiny little star

Yucali is a traditional rice confection of Niigata Prefecture. Each tiny piece is only 5–6 mm across. As the tiny rice balls are simmered in syrup all day, small spines form, producing pointed sugar-candy balls. This new, additive-free yucali product, “Sweet rice snack -Tiny little star,” has two flavors, yomogi (mugwort) and sweet bean jam. The mixture of two flavors produces a taste similar to sasadango, a sweet dumpling wrapped in a bamboo leaf, which is a Niigata specialty. You can also enjoy this product mixed with hot water or as a topping on yogurt.

**Additive-free sweet rice snack -Tiny little star**  
¥700 (60g per bottle). Tax excluded.  
\*The price slightly differs depending on each shop.

Keeps up to one year at room temperature. Available throughout the year.  
Assortment set Shirayuki Kirara is also for sale.  
(Starch syrup, perilla, yuzu citrus, and powdered green tea)

**P.K.C+ Phakchii Plus** 4-452, Higashiboridori, Chuo-ku, Niigata-shi, Niigata, 951-8065  
TEL: +81-250-47-7303 FAX: +81-250-22-0138 E-mail: pkcplus@gmail.com  
<http://www.47club.jp/20M-000096kv>



Niigata Osakaya / Niigata-shi, Niigata

Bandaيداiko Lemon Cream Flavor

Bandaيداiko, a cream-filled, soft cake/cookie roll, is a popular baked sweet and souvenir sold by Niigata Osakaya for more than 40 years. More recently, their fresh lemon cream flavor (available May to August) and strawberry cream flavor (available early winter to spring) have also become popular. The sweets’ name, Bandaيداiko, is taken from the Japanese taiko (drum) event of the same name held during the summertime Niigata Festival.

**Bandaيداiko Lemon Cream Flavor**  
¥667 (6 pc box), ¥1,213 (10 pc box). Tax excluded.  
Keeps up to 16 days at room temperature. (Best-before date is printed on the each wrapping)  
Lemon cream flavor from May to August, plain flavor throughout the year, and Strawberry flavor from December to April. Delivered by refrigerated courier service from May to October.

**Niigata Osakaya**  
1631-8 Obuchi, Konan-ku, Niigata-shi, Niigata, 950-0105  
TEL: +81-25-276-1411 FAX: +81-25-277-2141 <http://www.niigata-osakaya.com/>



Naniwayaseika / Nagaoka-shi, Niigata

Kaki Choco



Kaki-no-tane are small, spicy Arare, in the shape of persimmon seeds (kaki no tane), invented 90 years ago by the founder of Naniwayaseika. Kaki Choco are chocolate-coated Kaki-no-tane patterned after western style chocolate covered treats. Five flavors are offered: sweet chocolate, white chocolate, café au lait, soybean flour and strawberry. The characteristic taste of spicy Kaki-no-tane combined with moderately sweet chocolate is perfect for teatime snacks and between-meal nibbles.

**Kaki Choco**  
¥250 each, tax excluded.  
Chocolate (80g), White chocolate (80g),  
Café au lait (77g), Strawberry (70g), Soybean flour (74g).  
¥600 (13g x 9 per box). Tax excluded.

Store loose, plastic packs up to 120 days, 150 days for boxed products.  
Store at 28°C or below. Available from October to May.  
Exclusively offered at Naniwayaseika stores and on tourist routes in Niigata Prefecture.

**Naniwayaseika Co., Ltd.**  
2680 Settaya-machi, Nagaoka-shi, Niigata, 940-1104  
TEL: +81-258-23-2201 FAX: +81-258-23-2207  
<http://www.naniwayaseika.co.jp/>

Horindo / Uonuma-shi, Niigata

Jizake Cake Midorikawa



The Uonuma district of Niigata Prefecture is famous for its heavy winter snowfall, delicious rice and tasty sake. Jizake Cake Midorikawa, literally meaning “local sake cake,” is a pure, white sponge cake made of egg white and flour and then saturated with the sake, Junmai Ginjo-Shu, manufactured by local brewer, Midorikawa. This sake cake is characterized by its moist texture and fruity flavor on the palate. In addition to whole cakes, wrapped slices are available and popular as souvenirs and gifts.

**Jizake Cake Midorikawa**  
¥1,800 (10 pc box), ¥1,600 (whole cake, 8x24cm). Tax excluded.  
Keeps up to 29 days at room temperature.  
Available throughout the year.  
This sake cake is not suitable for non-drinkers or children under 20 years of age.

**Horindo Ltd.**  
1-16 Honcho, Uonuma-shi, Niigata, 946-0041  
TEL: +81-25-792-0258 FAX: +81-25-792-0244



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Special  
Feature

## Sweets of Tohoku and Niigata are extraordinary for quality ingredients and outstanding technique

Striving for uniquely delicious flavor by making the most of local ingredients.

A primary feature of sweets from Tohoku and Niigata is the use of local ingredients in which the region takes such pride. Aomori Prefecture, the largest grower of apples in Japan, produces a truly rich variety of sweets made with apples, including pies, cakes, candies and chocolates that are widely purchased for souvenirs and gifts.

Akita's Hatahata Pie is a pie crust-like treat brushed before baking with shottsuru, a fish sauce made from sandfish, the prefectural fish of Akita. The faint aroma of shottsuru enhances the sweetness of the

butter-rich crust.

**Delicious, regionally developed tastes are attracting nationwide attention.**

The great popularity of sweets in Japan continues to grow. Rivals throughout Japan compete for the "title" of best rolle cake, best baumkuchen, etc., but sweets from Tohoku and Niigata are just as good or better.

Printemps Nouveau, from Iwate Prefecture, is a roll cake filled with an extravagant amount of various fruits. It features a light, moist cake baked using an original technique.

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Nihonshu Baumkuchen, from Niigata Prefecture, incorporates the local daiginjo-shu sake, Hakkaisan, to create a flavor appealing to the adult palate, and perfectly rounded out by fermented butter and almonds.

**Long-selling sweets feature distinctive regional characteristics.**

Tohoku and Niigata also feature many Western confections that have long been loved for flavors unchanged through the years. Oshidori Milk Cake from Yamagata Prefecture first appeared just after WWII and is still popular with people of all ages. The rich goodness, subtle, milky aroma and concentrated milk flavor provide a delight for the taste buds.

Leaf Pie, from Miyagi Prefecture, has been a local favorite for over 50 years. While the flavor of the cream filling has changed slightly, its generous amount remains the same. It is a signature product of its producer.

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**Community development projects make the most of sweets.**

In various areas of Tohoku and Niigata, community development projects are taking advantage of the popularity of sweets.

Kamifuru Poppo from Niigata Prefecture is a baked sweet conceived to commemorate the completion of the Kamifuru shopping arcade in Niigata City, and the sweet is steadily gaining popularity as a specialty of the area. Fukushima Prefecture's Kogyoku Ringo Choco was created through a national collaborative effort among agriculture, commerce and industry. Made exclusively from Kogyoku apples grown by "artisans of fruit," it offers a priceless taste found only in Fukushima, a treasure trove of fruits.

①Printemps Nouveau, Kagetsudo Co., Ltd., Morioka-shi, Iwate ②Kininaru Ringo, RAGUENEAU SASAKI Co., Ltd, Hirosaki-shi, Aomori ③Nihonshu Baumkuchen, SEN-NEN KOJIYA (HAKKAISAN BREWERY CO.,LTD.), Minami Uonuma-shi, Niigata ④Leaf Pie, PIE&CHOU Sugawara, Sendai-shi, Miyagi ⑤Oshidori Milk Cake, Nihon Seinyu Co.,Ltd, Takahata-machi, Yamagata ⑥Kogyoku Apple Chocolate, Iwaki Chocolate Co., Ltd, Iwaki-shi, Fukushima ⑦Kamifuru Poppo, Kanemakiya, Niigata-shi, Niigata

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Inside the stylish shop, the wonderful aroma of chocolate fills the air.

## CLEAUVENTERRE

Shiogama City, Miyagi Prefecture

# Mosio salt from Shiogama makes chocolate delicious.

Shiogama's CLEAUVENTERRE celebrates the fact that chocolate is a source, both of beauty and nutrition for the body and soul. The shop name, meaning "light, water, wind, and soil," expresses the value placed in the essence of life. The chef, Seiji Watanabe was born in Yamagata prefecture. He became interested in sweets when he began working at his brother-in-law's sweets shop at age 21, and studied confectionery making in Tokyo, France, and Germany. "I especially honed my skills at a chocolate shop in France. Even now, I learn by making more mistakes than anyone." After working for many years at a sweets maker in Yamagata, he decided to open a cake shop focusing on chocolate to make the most of his 40 years of experience. He is especially interested in salt. "I went from Akita to Shikoku looking for salt to use in making sweets and found the best is Mosio salt from Shiogama. I fell in love with the taste, as well as the people and land, and decided to open a shop here." CLEAUVENTERRE was thus opened in 2010.

To make chocolates, confectionery chocolate is melted by warming it with hot water. Then it is cooled by spreading and mixing it on a countertop. The technique is crucial for creating a beautiful gloss and smooth texture, and is where skill shines through. In Mosio Chocolate, this chocolate is teamed with cookies and topped with a crystal of Mosio salt to produce a treat notable for its mild sweetness. The baked sweet, Gourmet, is also accented with Mosio salt and has a classic cookie flavor.

Chef Watanabe understands that confectionery making relies on agricultural products—flour, eggs, butter, and even vegetables, at times. "I'm able to make these great-tasting sweets because of good farm products and Mosio salt. As I make sweets, I want to remain thankful for nature, that brought forth these blessings, and bring happiness to those who eat them."



Raw chocolate from places such as France and Belgium is transformed into a variety of delicious treats.



In the tempering process, melted raw chocolate is spread onto a marble countertop to cool.



Making the baked sweet, chokoron. Attention to work leads to a delicious product.



Keeping the oven temperature and cooking time precise is key to great flavor.



Mosio salt crystals. The shop owner selected the best salt for chocolate making.

## CLEAUVENTERRE

6-4 Motomachi, Shiogama-shi, Miyagi 985-0052  
TEL.&FAX. +81-22-781-8301  
<http://www.cevt-chocolat.com/>

## maison de cinQ-dix

Nanyo City, Yamagata Prefecture

# The fruits of the four seasons of Yamagata conveyed through sweets.

In 2015, a patisserie opening in Nanyo gained considerable attention. This Western confectionery is an arm of the long-established producer of Japanese sweets, Mangikuya. The shop's chef, Masatoshi Goto learned French cuisine from his father at a Mangikuya-owned restaurant, where he was in charge of desserts. During his rigorous on-the-job training, he was extremely pleased when his desserts were served to customers without alteration by his superiors. He set his sights on becoming a pastry chef and studied at a vocational school in Osaka. After graduating, he learned under Michihiro Manaka at La Bamboche and Tadashi Yanagi at Patisserie Tadashi Yanagi. From Chef Yanagi, he learned the importance of creating sweets by meticulously gauging ingredients, taste, and appearance.

After 10 years of training, he returned to his hometown to open Patisserie Mangikuya. He found that locally-produced fruits, milk, and eggs were even fresher and more delicious than the high-priced ingredients available in Tokyo, and he built contacts with the farmers who work so hard to produce them. "In the beginning, when I approached them to obtain ingredients, they were wary of me, but after numerous visits, they came to understand the kind of sweets I want to make, and now they are important partners who help me in many ways."

Yamagata is called a treasure trove of fruits. The seasons produce a variety of fruits, including cherries, melons, peaches, grapes, pears, and apples. Chef Goto develops ideas for creations while talking with various farmers. One of those creations is Marugoto La France, which hollows out pears grown in Nanyo and fills them with cream (offered for a limited time). The ripe pears and moderately sweet cream make the perfect pairing, and each year it proves to be a big hit. The shop takes care to create sweets that are unexpected and endeavors daily to come up with new creations. "I want to give our customers great taste that surpasses their expectations."



Each season, high-quality fruit from Yamagata is acquired from nearby farmers.



Masatoshi Goto creatively makes the most of ingredients from Yamagata.



The popular shop welcomes a continuous stream of customers.



Marugoto La France is made with pears from Nanyo.



Mont Blanc cakes offer an exquisite combination of the aroma of chestnuts and fresh cream filling.

## maison de cinQ-dix

728-1 Wakasagoya, Nanyo-shi, Yamagata 999-2262  
TEL. +81-238-43-2066 FAX. +81-238-43-6285  
<http://www.mangikuya.com/>



# Fine sweets

極上スイーツ

Our region offers an abundance of superb sweets featuring carefully selected ingredients, skillfully prepared with the aim of making ever more delicious confections. Commended by locals and devotees of sweets everywhere, they provide a special deliciousness that makes it impossible to have just one.

Cheese Cake House Tirol / Morioka-shi, Iwate

## Cream Cheesecake



This rich cheesecake was created at the popular local coffee shop, Tirol, to be served with coffee as part of a set menu. Great care is taken to gauge slight, seasonal changes in cheese to ensure a consistent, superior flavor for this handmade cheesecake. To enjoy the light, melt-in-your-mouth texture, we recommend eating it with a spoon rather than a fork. In addition to plain, more than 20 flavors are on offer, including sake lees and strawberry.

### Cream Cheesecake

¥1,420 (Size 4 - approx. 12cm diameter). Tax included.  
Store frozen up to 30 days. Defrost at room temperature, approx. 30-60 min. Or defrost in refrigerator, approx. 3 hrs.  
Available throughout the year.

### Cheese Cake House Tirol Inc.

6-34-15 Yamagishi, Morioka-shi, Iwate, 020-0004  
TEL&FAX: +81-19-663-3355 <http://www.morioka-tirol.com/>

Brugge / Hanamaki-shi, Iwate

## Hiraizumi Golden Baumkuchen



This beautiful cake was created to evoke and image of the golden age of Hiraizumi, recently registered as a World Heritage Site. Ingredients such as flour, rice, and eggs are produced with great care by prefectural farmers and used to bake this cake, which is completed with an edible coating of golden powder. The unique texture created by rice flour and assorted grains, and its exquisite beauty have earned rave reviews. The cake was chosen as one of the "Top Ten World-class Souvenirs," by the Reconstruction Agency.

### Hiraizumi Golden Baumkuchen

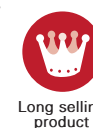
¥1,800 (1 cake, 12cm diameter, approx. 280 g). Tax excluded.  
Keeps for up to 30 days. Store at room temperature.  
Available throughout the year.

### Brugge Prius

1-28-4 Hoshigaoka, Hanamaki-shi, Iwate, 025-0065  
TEL: +81-198-23-0480 FAX: +81-198-23-0480 <http://www.bruggeprius.jp/>

PIE&CHOU Sugawara /  
Sendai-shi, Miyagi

## Leaf Pie



Shokichi Sugawara, the fourth generation president of PIE&CHOU Sugawara, developed a Western-style pie while serving an apprenticeship in Tokyo during the chaotic period after WW II. Returning home to Sendai, he continued to develop his own pies, and that is how Leaf Pies were born. Rich cream is sandwiched between two large, leaf-shaped pastry layers. The rich, buttery flavor and crisp texture are perfect in combination with the cream center. Locals have loved Leaf Pies for more than 50 years.

### Leaf Pie

¥227 each, tax included.  
Keeps up to 10 days from production date. Store in a cool place.  
Available throughout the year.

### PIE&CHOU Sugawara

2-4-44 Harano-machi, Miyagino-ku, Sendai-shi, Miyagi, 983-0841  
TEL: +81-22-256-6287





Kashiwaya / Koriyama-shi, Fukushima

Lemo

With their faint flavor of lemon and the pleasant, melt-in-the-mouth sensation they produces, Lemo cheese tarts are an ever popular choice. The rich taste of cream cheese and refreshing flavor of lemon produce a graceful harmony that is fabulous in combination with the almond flour crust. Each tart, perfectly sized for a tea break, is individually wrapped, making them a great gift item. In summer, they’re even more delicious when refrigerated before eating.

**Lemo**  
¥150 each, ¥450 (3 pc pkg),  
¥1,000 (6 pc box). Tax excluded.  
Keep at room temperature for up to 12 days from production date.  
Available throughout the year.

**Kashiwaya Co., Ltd.**  
127-5 Aza-miyata, Kubota, Fukuyama-machi, Koriyama-shi, Fukushima, 963-8071  
TEL: +81-24-956-5511 FAX: +81-24-956-5551 <http://www.usukawa.co.jp/>



Pastry Noel / Hirosaki-shi, Aomori

Ringo no Omoi

Ringo no Omoi is a moist pound cake made with Aomori’s Kogyoku apples and chocolate. Moderate sugar content gives the cake a rich taste fit for adults. The cake is crammed with apple pieces that enhance the deliciousness of the cake with their fabulous tartness and texture. Pastry Noel’s roll cakes made with cream puff dough and puddings are also popular.

**Ringo no Omoi**  
¥1,080 (1 cake). Tax included.  
Keeps up to 40 days at room temperature. Available throughout the year.

**Pastry Noel**  
2-2 Shinakawa-machi, Hirosaki-shi, Aomori, 036-8183  
TEL: +81-172-35-7699 FAX: +81-172-35-7699 <http://y-noel.ftw.jp/>



Pastry Noel / Hirosaki-shi, Aomori

Ringo Tappuri Pie



Ringo Tappuri Pie is a handmade apple pie which can only come from Aomori, the top producer of apples in Japan. Baked with savory cinnamon, it is most notable for its sense of volume—being thicker than any standard apple pie. Simultaneously enjoy the crunchy texture of fresh apples, the smooth, jellied juice, and crisp texture of the crust.

**Ringo Tappuri Pie**  
¥2,700 (15cm diameter), ¥3,200 (18cm diameter). Tax included.  
Keep refrigerated for up to 7 days. Available throughout the year.

**Pastry Noel**  
2-2 Shinakawa-machi, Hirosaki-shi, Aomori, 036-8183  
TEL: +81-172-35-7699 FAX: +81-172-35-7699 <http://y-noel.ftw.jp/>

Kanseido Honten / Aomori-shi, Aomori

Apple Kouglof

Kouglof is a butter cake popular in Vienna, Austria. Our specialty, Apple Kouglof, was developed in hopes of making Japan’s most delicious sweet with Japan’s No.1 apples from Aomori. With its delicious combination of fragrant butter and the texture of apple, our Apple Kouglof won the top prize from the public at the “Aomori Sweets Contest 2014.”

**Apple Kouglof**  
¥810 (whole cake). Tax included.  
Keeps up to 30 days at room temperature. Available throughout the year.

**Kanseido Honten Co., Ltd.**  
1-13-21 Shinmachi, Aomori-shi, Aomori, 030-0801  
TEL: +81-17-722-3740 FAX: +81-17-722-1661 <http://www.rakuten.co.jp/strauss/>



Award-winning product



Award-winning product

RAGUENEAU SASAKI / Hirosaki-shi, Aomori

Kininaru Ringo

Kininaru Ringo is an apple pie employing a whole, Aomori-grown apple as the filling. After being cored and dipped in a specially made syrup, the preserved apple is wrapped in the pie dough and baked. As the character of a fresh apple is carefully maintained, you can enjoy the taste and crunchy texture. Its impressive appearance makes a luxurious impression, making it a pleasing treat and popular souvenir or gift. Kininaru Ringo won a gold prize at the 24th National Confectionary Exposition held in 2012.

**Kininaru Ringo**  
¥700 (1 pie), ¥1,400 (2 pies), ¥2,100 (3 pies). Tax included.  
Keeps up to 45 days at room temperature. Available throughout the year.

**RAGUENEAU SASAKI Co., Ltd**  
9 Hyakkoku-machi, Hirosaki-shi, Aomori, 036-8035  
TEL: +81-172-35-0353 FAX: +81-172-33-7917 <http://www.rag-s.com/>

Shoeido / Aomori-shi, Aomori

Ringo Rasser

Ringo Rasser is a cupcake made with plentiful pieces of honey-preserved, Aomori-grown apples. The cake was named after the “Rasser” cheer shouted during the famous Aomori Nebuta festival. The red package color also symbolize the image of Nebuta. Shoeido hoped the cake would, like Nebuta, also become a beloved symbol of Aomori. The fluffy cupcake is made with Aomori eggs and the lightly sweet cake harmonizes delightfully with the tartness of the apples.

**Ringo Rasser**  
¥150 each, ¥1,200 (6 cup box),  
¥2,000 (10 cup box). Tax included.  
Keeps up to 10 days at room temperature. Available throughout the year.

**Shoeido Inc.**  
1-5-4 Sakae-machi, Aomori-shi, Aomori, 030-0903  
TEL: +81-17-743-1863 FAX: +81-17-742-2420 <http://www.syoeido.co.jp/>



Long selling product





Shindo Reika / Oga-shi, Akita

## Baba-hera Ice Cream

Baba-hera ice cream is a seasonal confections available only in Akita. Sold from stalls along main roads or at special events (festivals, etc.), it is a popular, “must-try” summer treat. This two-flavor set enables customers to easily enjoy delicious Baba-hera at home. The pink strawberry flavored and yellow banana flavored ice creams have a delightful sherbet-like texture. With cones and special spatula included, you can start enjoying Baba-hera ice cream as soon as it reaches your home.

### Assortment of Baba-hera ice cream

¥3,130 (tax excluded, shipping charge extra)

Pack includes: ice cream (1000ml pack) x 2, cones x 10, special spatula x 1

Keep frozen. Available from April 1 to November 20.

Shindo Reika Inc.

12-1, Aza-Geyanagane, Kakumazaki, Oga-shi, Akita, 010-0422  
TEL: +81-185-46-2066 FAX: +81-185-46-2086 <http://babahera.net/>



Anchindo / Shirataka-machi, Yamagata

## Deka Kintsuba



Handmade Kintsuba bean cakes are a specialty of Anchindo, a century-old Japanese sweets shop. Kintsuba consists of a cube of sweetened red beans surrounded by a paper-thin skin. The filling is made by long simmering of select red beans from Hokkaido using only sugar and salt as seasoning. Portions of filling are then shaped into cubes and covered with a thin, flour-based batter. Finally, all six faces of each red bean cube are cooked, one-by-one on a hot griddle. The production process has not varied since it was developed back in 1914. At the Yamagata food products branch shop in Ginza, Tokyo, Anchindo's Kintsuba has been selected as one of the 10 best products for 8 consecutive years. There are several additional varieties of Kintsuba available. Deka Kintsuba, larger than the standard size, will more than satisfy your appetite. Kuriiri Deka Kintsuba is for chestnut lovers, and Sakura Deka Kintsuba, featuring cherry blossoms, is available only in spring.

Deka Kintsuba ¥260 each, ¥2,200 (8 pc pkg)

Deka Kintsuba with Chestnuts ¥300 each. Tax included.

Keeps up to 14 days at room temperature. Available throughout the year.

Anchindo Inc.

2464-2 Juo, Shirataka-machi, Nishiokitama-gun, Yamagata, 992-0821  
TEL: +81-238-85-3018 FAX: +81-238-85-3471 <http://anchindo.com/>



Nihon Seinyu / Takahata-machi, Yamagata

## Oshidori Milk Cake

This sweet milk cake, rich in calcium, has been a popular, well-loved item for more than 70 years. Its subtle, milky flavor has not changed over all that time, and it is a favorite comfort food for many. These days, its taste and long shelf-life have made it an increasingly popular as an MRE (meal read to eat) for hiking and mountain climbing. In addition to the standard milk flavor, cherry, Japanese La France pear, powdered green tea, and strawberry are available.

### Oshidori Milk Cake

¥200 (9 bar package) Tax excluded.

Best eaten within 10 months. Store at room temperature away from direct sunlight in a place not subject to high heat and humidity. Available throughout the year.

Nihon Seinyu Co.,Ltd

694-1 Aza takanoichi, Oaza nukanome, Takahata-machi, Higashiokitama-gun, Yamagata, 999-2176  
TEL: +81-238-58-0131 FAX: +81-238-57-4481 <http://www.nihonseinyu.co.jp/index.html>

Kanemakiya / Niigata-shi, Niigata

## Kamifuru Poppo

Kamifuru Poppo is a popular sweet developed taking a hint from the well-known Poppo-yaki of Niigata Prefecture. Kamifuru is the name of a local arcade street, and this sweet was released to celebrate the arcade's renewal in 2009. The greatest feature of it is a fluffy steamed skin. There are two flavors: the brown sugar buns with sweet potato cream in it, and the plain buns with the roasted soybean powder cream in it. The wrapping sheet with the cute little girl illustrated is attractive.

Kamifuru Poppo ¥110 each, tax excluded.

Keep refrigerated for up to 3 days. Available throughout the year except for July and August. Keeps up to 2 days at room temperature.

Kanemakiya

3-650 Furumachi-dori, Chuo-ku, Niigata-shi, Niigata, 951-8063  
TEL: +81-25-222-0202 FAX: +81-25-222-2699



Bunsuido Kashiho / Yahiko-mura, Niigata

## Pandayaki Yahikomusume An



Pandayaki Yahikomusume An is a panda-shaped cake made with rice flour. Its filling is made from Yahiko-musume beans, a well-known variety of edamame green soybean from Niigata Prefecture. These famous-brand beans, boasting a bright green color, and rich aroma and flavor, are harvested and brought to market early in summer, before other types are available. And they make a delicious filling for Pandayaki, a specialty of Bunsuido Kashiho, located near the Yahiko Shrine an Important Cultural Asset of Japan. Our Pandayaki is also available with two other fillings—red bean jam and custard cream.

Pandayaki Yahikomusume An ¥150 each,

¥930 (6 pc box), ¥1,850 (12 pc box). Tax included.

Keeps up to 1 day at room temperature, 2 days in refrigerator, 20 days in freezer. Available throughout the year. Shipped only within Niigata Prefecture.

Advance orders can be taken, depending on availability of ingredients.

Bunsuido Kashiho

1041-1 Yahiko, Yahiko-mura, Nishikanbara-gun, Niigata, 959-0323  
TEL: +81-256-94-2282 FAX: +81-256-94-2589  
<http://tabelog.com/niigata/A1501/A150102/15003623/>

Patisserie Maruya / Murakami-shi, Niigata

## Osama no Pudding



Osama no Pudding, literally meaning “King’s Pudding,” is made with richly flavored milk from Jersey cattle raised in the Tainai Highlands. Other ingredients include Madagascar vanilla beans and egg yolk. The pudding consists of three layers—smooth pudding sandwiched between fresh cream on top and delicious caramel sauce at the bottom. The gorgeous taste produced by this combination yields a pudding truly “fit for a king.” This treat was selected as Niigata Prefecture’s representative at the national Pudding Expo in 2008.

### Osama no Pudding

¥300 (85g cup),

¥1,800 (6 cups in original, panda-print box). Tax excluded.

Keep refrigerated for up to 6 days from the production date. Available throughout the year.

Patisserie Maruya

2250 Kanaya, Murakami-shi, Niigata, 959-3124  
TEL: +81-254-62-2117 FAX: +81-254-62-2117 <http://sweets-maruya.com/>



# Regional sweets

地スイーツ

Regional sweets are popular confections that utilize local ingredients and techniques unique to those regions. Common to each of the selections presented here is the fact that their deliciousness can be enjoyed by all with peace of mind. To achieve this, the flavors and nutrients of natural ingredients are maximized and the use of additives and allergens avoided.



Asari Kashiten / Takizawa-shi, Iwate

## Suika Manju

These manju (steamed buns with filling) are made using watermelons, a specialty of the city of Takizawa. Matcha tea is kneaded into the dough for the outer layer to create a cute resemblance to watermelons. Both watermelon juice and watermelon flesh are added to the filling to further enhance the refreshing, summer-like flavor. Asari Kashiten prepares Japanese sweets using safe, reliable ingredients from Japan, primarily grown in Iwate Prefecture. Manju sold in the fall made with apples and yamabudo grapes are also popular.

### Suika Manju

¥875 (8 pc box). Tax included.

Best eaten within 10 days. Store at room temperature away from direct sunlight in a place not subject to high heat and humidity. Refrigerate after opening. Only available during the summer (July-September).

### Asari Kashiten Ltd.

323-5 Hanoki-sawayama, Takizawa-shi, Iwate, 020-0625  
TEL: +81-19-688-3127 FAX: +81-19-688-3112 <http://www.office-web.jp/asarikashiten>



Yagisawa Shoten / Rikuzentakata-shi, Iwate

## Miso Pão de Ló (Pandero)

Pão de Ló is said to have been introduced from Portugal. The cake has a soft, fluffy texture on the inside like a half-baked castella cake. The slightly sweet sponge cake is made from organic flour and fresh eggs from Tategamori Ark Farm in the city of Ichinoseki, and specially manufactured miso from Yagisawa Shoten, founded approximately 200 years ago. The flavor is accented by the delicate aroma of miso, and the cake was awarded the highest honor at the Iwate Prefecture Hometown Foods Competition.

### Miso Pão de Ló (Pandero)

¥1,400 (Approx. 20cm diameter, approx. 300 g). Tax excluded.

Keep refrigerated for up to 30 days from date of manufacture. Defrost in the refrigerator for half a day. Available throughout the year.

### Yagisawa Shoten Co., Ltd.

41 Aza-suwa, Yahagi-cho, Rikuzentakata-shi, Iwate, 029-2201  
TEL: +81-192-55-3261 FAX: +81-192-55-3262 <http://www.yagisawa-s.co.jp>

Our Arare are made following the traditional method using Miyagokane glutinous rice locally grown in Watari. The dough is dried in the sun for a few days to draw out its flavor and then baked with care to a soft, refined texture. A variety of flavors are available, such as miso, shoyu (soy sauce) and other local condiments. There are even popular laver (dried sea weed) and sea squirt (hoya) flavors from the sea along the Miyagi coast.

### Arare

From ¥362 (Tax excluded)

Keeps up to 90 days at room temperature. Available throughout the year.

### Miyaginoarare Co., Ltd.

51 Fukita, Kashima, Okuma, Watari-cho, Watari-gun, Miyagi, 989-2371  
TEL: +81-223-34-1417 FAX: +81-223-34-8011 <http://miyaginoarare.co.jp/>

Miyaginoarare / Watari-cho, Miyagi

## Arare





Jobon-no-Sato Roadside Rest Area / Isinomaki-shi, Miyagi

# Mosagan

Mosagan is a popular sweet available at the remarkable Jobon-no-Sato Roadside Rest Area, National Highway 45, where vegetable stands, restaurants and hot spring facilities are all available in one spot. Vegetables grown by local, licensed eco-farmers, are featured at the vegetable stands, which also sell rice, flowers, and homemade rice cakes and sweets. Travelers flock to the area on holidays. The main ingredient of Mosagan is Japanese yam, grown by Taiko Chiba, a farmer of Minami-Sanriku town. This delicious steamed cake has a delightfully soft, sticky texture because of the fine Japanese yam.

**Mosagan ¥210 per bag, tax excluded.**  
Good for 2 days at room temperature.  
Please contact Jobon-no-Sato for detailed information on availability.  
No order is acceptable in advance.

**Jobon-no-Sato Roadside Rest Area**  
1-1 Aza-Futagokitashimo, Kofunakoshi, Isinomaki-shi, Miyagi, 986-0132  
TEL: +81-225-62-3670 FAX: +81-225-62-3672 <http://www.jobon.com/>



Hakuakan / Aizuwakamatsu-shi, Fukushima

# Mizusayaka



Mizusayaka is a “water jelly” made with natural, spring water from Oze National Park. The cold dessert is characterized by its crystal clear color and the natural taste of Oze’s spring water. It’s fresh appearance and smooth texture make it an attractive, excellent choice for a summer dessert. Mizusayaka is typically served with a sweet syrup, and two types are available: brown sugar and citron. It also goes well with honey or a mixture of wasabi and soy sauce.

**Mizusayaka**  
**¥3,000 (9 pcs, tax & shipping excluded)**  
Keeps up to 3 months at room temperature. Available throughout the year.

**Hakuakan Co., Ltd.**  
24-14 Tenjin-machi, Aizuwakamatsu-shi, Fukushima, 965-0832  
TEL: +81-242-27-0898 FAX: +81-242-27-0898 <http://greens.st.wakwak.ne.jp/905186/>

Sukagawa Gelato / Sukagawa-shi, Fukushima

# Additive-free Gelato, Handmade by Farmers



Our special Gelato is made with fresh vegetables and fruits grown by local farmers, including pumpkins, cucumbers, apples and others. Fresh milk, the main ingredient of this Italian-style ice cream, is purchased from a local cattle ranch, and no artificial additives or colorings are used. Various flavors are available, with Mineraru Shio Miruku (Mineral Salt Milk) gelato being especially popular. It offers the rich taste of milk and a refreshing aftertaste with a bit of a kick thanks to the Andes rock salt.

**Additive-free Gelato, Handmade by Farmers**  
**¥3,800 (box with 12 cups, 100ml each). Tax included, shipping excluded.**  
Store at -18°C or below.  
Available throughout the year. Limited availability for some seasonal flavors.

**Sukagawa Gelato Co., Ltd.**  
191-1 Nakanotaira, Emochi, Sukagawa-shi, Fukushima, 962-0811  
TEL: +81-248-63-7501 FAX: +81-248-63-7502

Sawaya Bee Farm / Yokohama-machi, Aomori

# Taberu Hachimitsu



Taberu Hachimitsu is pure honey containing four kinds of nuts—almonds, cashews, walnuts and macadamias. Each nut is roasted with the right amount of salt to further enhance the honey’s sweetness. Customers praise our honey, saying, “It’s hard to stop with just one taste.” Taberu Hachimitsu is available in two varieties: acacia honey, with its elegant taste, and chestnut honey with a slightly bitter sweetness. A box of assorted honey is also popular as a souvenir or a gift.

**Taberu Hachimitsu (Honey Sweets)**  
**Acacia Honey: ¥1,095 (120g)**  
**Chestnut Honey: ¥1,000 (120g). Tax exclusive.**  
Keeps up to 1 year at room temperature away from direct sunlight.  
Available throughout the year.  
\*Do not feed this honey to infants under 12 months old.

**Sawaya Bee Farm**  
40-6 Aza-nakahata, Yokohama-machi, Kamikita-gun, Aomori, 039-4116  
TEL: +81-175-78-2995 FAX: +81-175-78-2995 <http://sawaya-yoho.jp/>

Koguriyama Farm / Hirosaki-shi, Aomori,

# Koguriyama Waguri Sweets



Koguriyama Waguri Sweets are original sweets made with large, sweet chestnuts grown with care at Koguriyama Farm. Especially large pieces are selected for our Sweetened Chestnuts with Astringent Coating and Marrons Glaces. These chestnuts are slowly processed to yield an authentic chestnut flavor and rich taste. Ice Mont Blanc, with 25% chestnut paste, has the rich flavor of sweet chestnuts, just like, as its name suggests, Mont Blanc cake.

**Koguriyama Waguri Sweets**  
**Sweetened Chestnuts (large) with Astringent Coating:**  
**¥2,500 (6 pc jar, tax excluded).** Keeps up to 1 year at room temperature.

**Marrons glaces (large):**  
**¥2,000 (3 pc box, tax excluded).** Keeps up to 6 months at room temperature.

**Ice Mont Blanc: ¥350 (standard cup),**  
**¥800 (premium cup). Tax excluded.** Store frozen.

Available throughout the year.  
(Sweetened chestnuts and marrons glaces are limited in quantity.)

**Koguriyama Farm**  
153 Komatsugasawa, Koguriyama, Hirosaki-shi, Aomori, 036-8127  
TEL: +81-80-6051-6159 FAX: +81-172-87-7539 <http://koguriyamafarm.jimdo.com/>

Ootake Kashiho / Towada-shi, Aomori

# Aomori no Majo no Toronama Chocolate Sand

This sweet, “Aomori Witch’s Chocolate Cake with Fresh Cream” in English, is popular due to its distinctive fluffy, melt-in-the-mouth texture. The key to its deliciousness is super-fine rice powder, developed in cooperation with local farmers. The powder gives the cake a beloved stickiness, impossible to achieve with wheat flour. The combination of highest-grade chocolate and select fresh cream produces an irresistibly creamy, rich texture and flavor.

**Aomori no Majo no Toronama Chocolate Sand**  
**¥1,002 (4 pc box). Tax excluded.**  
Keeps for up to 30 days in freezer. Available throughout the year.

**Ootake Kashiho Co., Ltd.**  
7-28 Higashiichiban-cho, Towada-shi, Aomori, 034-0012  
TEL: +81-176-22-4715 FAX: +81-176-22-4027 <http://ootake.net/>





BeFavo / Hirosaki-shi, Aomori

World Heritage Shirakami Nama-hachimitsu

World Heritage Shirakami Nama-hachimitsu is additive-free honey harvested in the beech forest at the foot of the Shirakami mountains. Honeybees ripen honey in the comb by flapping their wings to extract water. This honey is harvested in fully ripe condition, with 80 percent sugar content. It features the gentle flavor and sweetness only found in 100% pure honey—totally different from prematurely harvested honey, which must be concentrated by heating and sweetened with sugar.

**World Heritage Shirakami Nama-hachimitsu**  
¥1,200 (110g jar). Tax included.  
Keeps up to 2 years at room temperature. Available throughout the year.

**BeFavo**  
57 Tamogi-machi, Hirosaki-shi, Aomori, 036-8055  
TEL: +81-172-35-8111 FAX: +81-172-32-4208 <http://www.honey-comb.org/>



Hatoya Seika / Aomori-shi, Aomori

Soft Ringo



Soft Ringo (Soft Apple) is a simple sweet, produced by cutting and immediately freeze-drying 1cm-thick slices of fresh apple. Soft and easy to eat, the apple's natural tartness and sweet flavor make for a delightful taste experience. Everyone, from young children to the elderly and any health-conscious adult, can enjoy them without concern, as a low calorie, additive-free snack high in nutritional value.

**Soft Ringo (Fuji / Orin)**  
¥130 (2 slices per pkg), ¥1,170 (8 pkg box). Tax excluded.  
Keeps up to 5 months at room temperature.  
Available throughout the year.

**Hatoya Seika Co., Ltd.**  
69-1 Aza-taniwaki, Oaza-koubata, Aomori-shi, Aomori, 030-0943  
TEL: +81-17-738-3500 FAX: +81-17-738-7591 <http://www.a-hatoya.com/>

Matsunoya / Higashine-shi, Yamagata

Higashine Bijin



Forty-odd years ago, a jumbo, fleshy plum with small pit was discovered in Higashine-shi. These plums are well-pickled and fully aged, with no preservatives or artificial colors, to make Higashine Bijin. There are two kinds of Higashine Bijin. Kanjuku-ume is a fully ripened plum, with a mellow taste. Aoume is a green plum which characteristic crispy texture. Both make handy presents for health-conscious friends and family.

**Higashine Bijin**  
¥198 (1pc, medium-sized), ¥242 (1pc, large, fully ripened),  
¥2,200 (10 pcs, medium-sized, in a fancy box). Tax included.  
Store up to 2 months at room temperature.  
Available throughout the year.

**Matsunoya Ltd.**  
1-2-20 Ippongi, Higashine-shi, Yamagata, 999-3717  
TEL: +81-237-53-9888 FAX: +81-237-53-9889 <http://umekashi-matsunoya.com/>

Marutomo / Sakata-shi, Yamagata

Fuufuru, a wheat gluten-based, baked confection with a pie-like texture



Shonai-fu is a nutritious food made with high quality flour. Our specialty, Fuufuru, is a baked sweet made with special Shonai-fu exclusively produced for our use. Baked directly over a fire, the finished treat has a pie-like texture and appearance with a delightful, crispy texture. Two flavors are available—sugar, and “sea” flavor, with a hint of salt and sesame. Fuufuru attracts fans of all ages with its fragrant smell and mild sweetness.

**Fuufuru, a wheat gluten-based, baked confection with a pie-like texture**  
¥330 (8 pc pkg), ¥1,080 (18 pc box). Tax included.  
Keeps up to 4 months from the production date.  
Store at room temperature away from high heat and humidity.  
Available throughout the year.

**Marutomo Co., Ltd.**  
34 Aza-nishida, Sakata-shi, Yamagata, 999-6862  
TEL: +81-234-62-2424 FAX: +81-234-62-3301  
<http://www.fu-marutomo.co.jp>

Wataroku / Gosen-shi, Niigata

Vegetable Roll Cake

The appealing colors of these nourishing, great-tasting roll cakes come from the vegetables added to the batter before baking. The yellow cake contains pumpkin, green contains spinach, and orange contains carrot & tomato. No artificial colorings are used. All color and taste comes naturally from the vegetables. The not-too-sweet whipped cream filling enhances the natural flavor, so even vegetable-haters will enjoy these tasty treats.

**Vegetable Roll Cake**  
¥800 (1 roll), ¥2,500 (3 roll box). Tax excluded.  
Keep refrigerated for up to 2 days. Available throughout the year.

**Wataroku**  
962-2 Isenokawa, Gosen-shi, Niigata, 959-1813  
TEL: +81-250-42-2667 FAX: +81-250-42-2667 <http://www.wataroku.jp/>

PASTAMISTA / Kamo-shi, Niigata

Macaroni Chips



Macaroni Chips are boiled penne pasta sprinkled with rice flour (made with locally produced Koshihikari) and deep-fried at a high temperature. Seven flavors are available: garlic pepper, potage, soy sauce & butter, black pepper, seaweed & salt, curry, and consommé. With a great, appetizing aroma, they are good for a snack or side dish. Kamo City is reputedly the birthplace of domestically produced macaroni, and community activities related to the town's macaroni history triggered the invention of Macaroni Chips.

**Macaroni Chips**  
¥300 (100g bag). Tax excluded.  
Keep at room temperature for up to 3 months from the production date.  
Available throughout the year.

**PASTAMISTA**  
2-8, Kokucho, Kamo-shi, Niigata, 959-1371  
TEL: +81-256-52-9256 FAX: +81-256-52-1198  
<http://www.pasta-mista.com/>







米粉・雑穀スイーツ

## Sweets made with rice flour & assorted grains

The springy, moist texture of sweets made with rice flour really sets them apart. New tastes are appearing one after another. Sweets made with assorted grains are also becoming popular as people become more health conscious.

Mebukiya (Iwate Abe Seifun) /  
Hanamaki-shi, Iwate

### Grain Cookie

These cookies combine grains from Iwate prefecture with the best fruits of the mountains, fields and forests, and make the most of their flavors. They have been served as refreshments by domestic airlines and sold on international flights. Popular for their simple tastes and interesting textures, the five varieties incorporate ingredients such as Japanese millet & sesame, common millet & hazelnut, and foxtail millet & pumpkin. The package design is based on a traditional rice bag.



#### Grain Cookie

¥600 (10 pc pkg). Tax excluded.

Keeps up to 90 days at room temperature. Available throughout the year.

Mebukiya (Iwate Abe Seifun Co., Ltd.)

3-85-1 Kochi, Ishidoriya-cho, Hanamaki-shi, Iwate, 028-3101  
TEL: +81-198-45-4880 FAX: +81-198-45-4887 <http://www.mebukiya.co.jp/>

Hanayaka / Misato-machi, Miyagi

### Cheesecake



A key ingredient in cheesecake from Hanayaka is flour made with 100% Hitomebore rice, a premium rice of Miyagi Prefecture. Other featured ingredients are fresh eggs and domestically produced cream cheese. This cheesecake was developed following Hanayaka's motto, "Our cake is safe for all, even children with wheat allergies." The cake features the rich taste of cream cheese and a moderate sweetness. Vendors of our cake include the vegetable garden restaurant, No-no-kaze, and the Hananoka-Ichiba vegetable stand.

#### Cheesecake

¥1,093 (1 cake), ¥185 (per slice). Tax excluded.

Best if consumed within 6 days after the date of manufacture.  
Keep refrigerated. Available throughout the year.

Hanayaka Co., Ltd.

14-20 Neriushi-Aza, Misato-machi, Toda-gun, Miyagi, 989-4203  
TEL: +81-229-59-1250 FAX: +81-229-59-1250

Patisserie Angelina / Isinomaki-shi, Miyagi

### Mai Ring



Mai Ring is made from 100% Miyagi rice flour. Because the cake is baked in an oven instead of being deep-fried like most donuts, it has a moist texture, just like a sponge cake. There are 10 flavors, including the local favorite, zunda, and the very Japanese flavor of miso. Moderate sweetness maximizes, rather than masks, the taste of the ingredients. In addition to zunda and miso, vanilla, chocolate, soybean, strawberry, matcha, pumpkin, marron, and caramel are available.

#### Mai Ring

Contact us for pricing.

Keeps up to 30 days at room temperature. Available throughout the year.

Patisserie Angelina

2-1-2 Akebono, Isinomaki-shi, Miyagi, 986-0862  
TEL: +81-225-22-1595 FAX: +81-225-22-1593  
<http://www.h4.dion.ne.jp/~angelina>

Sendai Kokusai Hotel / Sendai-shi, Miyagi

### Roll cake with Sendai Miso Flavor Sendai Kokusai Hotel original "Tohoku Ganba-Roll"



This cake was created by a pastry chef at Sendai Kokusai Hotel who actively uses the local ingredients. For the sponge part, rice flour made in Miyagi Prefecture is used, and for the cream, caramelized crispy walnut is used and then Sendai miso is added as a secret flavor. The chewy sponge, walnut aroma and miso flavor combine altogether into the delightful taste. The number of visitor to the hotel is increasing because of the cake lovers seeking after the delicacy.

#### Tohoku Ganba-Roll Sendai Miso Flavor

¥1,426 (1 roll), ¥288 (per slice). Tax excluded.

Best on the day of purchase. Keep refrigerated.  
Available throughout the year.

Sendai Kokusai Hotel

6-1, Chuo, 4-chome, Aoba-ku, Sendai, Miyagi, 980-0021  
TEL: +81-22-268-1111 FAX: +81-22-268-1122 <http://www.tobu-skh.co.jp/>

Sasaya Minakawa Seika / Shimogo-machi, Fukushima

### Aizu Nishikaido Soba Manju

Aizu Nishikaido Soba Manju are regionally famous Japanese buns made with Aizu no Kaori, a locally produced buckwheat flour known for its excellent flavor and elasticity. Baked to a nice crispness, with mildly sweetened smooth bean jam inside and a walnut on top, these are truly a treat. Local jidori eggs and honey from Aizu are used to make the dough, producing a natural sweetness and richness that emphasizes the unique buckwheat flavor. Shimono-machi town is a famous tourist spot known for the Uchijuku Inn, and these manju are particularly popular among visitors.

#### Aizu Nishikaido Soba Manju

¥675 (5 pcs), ¥1,350 (10 pcs). Tax excluded.

Keeps up to 40 days at room temperature. Available throughout the year

Sasaya Minakawa Seika

3340-1 Michiue, Yagoshima, Shimogo-machi, Minamiaizu-gun,  
Fukushima, 969-5204  
TEL: +81-241-67-2648 FAX: +81-241-67-4414

Sweets made with rice flour & assorted grains

Ishigama Bakery Birthday  
/ Rifu-cho, Miyagi

### Warasuko



Warasuko are rusk cubes seasoned with Japanese flavorings. Their central ingredient is a special bread made with flour from rice grown in Tome City, Miyagi Prefecture. With a crispy texture and shaped for easy eating, they come in a variety of flavors. Most popular are the rich and tasty Sendai Miso, the spicy Kogashi Kinako, and Wasanbon, with a refined sweetness. "Warasuko" means "children" in the Tohoku dialect, and these treats are popular as snacks and gifts for all ages.

Warasuko ¥500 (1 pkg, 24 pcs), ¥1,500 (gift set with 3 pkg),

¥3,000 (gift set with 6 pkg). Tax excluded.

Keeps for up to 110 days at room temperature.  
Available throughout the year.

Ishigama Bakery Birthday (Fuji Shoji Co., Ltd.)

3-3 Sugayadai, Rifu-cho, Miyagi-gun, Miyagi, 981-0135  
TEL: +81-22-395-8660 FAX: +81-22-767-8352  
<http://www.ishigama-birthday.jp/>



Long selling  
product





Kan-ei-do / Hirosaki-shi, Aomori

## Unpei



Unpei is a traditional sweet of Tsugaru, made by kneading together sticky rice and sugar. A typical unpei comes in a half-moon shape with spiral or marbled pattern on its face. Other shapes, including likenesses of carp, shrimp and chrysanthemum, have long been produced for ceremonial occasions. In addition to spiral or marble patterns, the Kan-ei-do sweets store sells unpei with original flavors like black sesame, red shiso (perilla) or green laver (seaweed), which are also popular for their mild sweetness and soft texture.

**Unpei ¥165 (per piece). Tax included.**  
Keeps up to 15 days at room temperature. Available throughout the year.

**Kan-ei-do**  
41 Daikan-cho, Hirosaki-shi, Aomori, 036-8001  
TEL: +81-172-32-1011 FAX: +81-172-32-1011

Ichinoho Honten / Akita-shi, Akita

## Shitogi Mamegaki

In Akita, a primitive type of rice cake is made by soaking uncooked rice to soften it, grinding it into flour, and then forming roundish cakes called Shitogi. In the bitter cold of Akita's winters, the sliced rice cakes are traditionally dried to preserve them. Shitogi Mamegaki is a snack that carries on that tradition. Made with mochigome (glutinous rice) from Akita, the cakes are crisply roasted to produce a light, crunchy texture and simple flavor deliciously accented by black soybeans.

**Shitogi Mamegaki (Rice cracker with beans)**  
**¥600 (20 pc pkg). Tax excluded.**  
Keeps up to 60 days at room temperature. Available throughout the year.

**Ichinoho Honten**  
2-4-15 Nakadori, Akita-shi, Akita, 010-0001  
TEL: +81-18-837-3800 FAX: +81-18-831-0010 <http://www.shitogi.jp/>



Eisei Food / Sakata-shi, Yamagata

## La France Chiffon Cake

This sweet is handmade with care using rice flour produced from Tsuyahime, a Yamagata-grown rice. Enjoy the unique texture and taste given to this spongy chiffon cake by the rice flour and the delicate aroma from the included powder of La France pears. Eisei Food thrives on producing handmade sweets using local ingredients, and is gaining a reputation beyond Yamagata, as well.

**La France Chiffon Cake**  
**¥1,200 (Large),**  
**¥500 (Small). Tax included.**  
Keeps up to 14 days at room temperature. Available throughout the year.

**Eisei Food**  
2-5 Wakahamacho, Sakata-shi, Yamagata, 998-0857  
TEL: +81-234-43-0102 FAX: +81-234-43-0102



Okome no Kekiyasan GURI / Niigata-shi, Niigata

## Komeko Chiffon Cake



Komeko Chiffon Cake is a special chiffon made with finely milled 100% Koshihikari rice grown in Niigata Prefecture. Using rice purchased directly from a local farmer, the chiffon batter is prepared and baked in a special waterless cooker, giving the cake its moist and fluffy texture. A variety of flavors is available, including plain, coffee, earl grey tea, pumpkin, banana, double cheese and matcha daigon bean, all of which are popular as gift items and available for pre-order.

**Komeko Chiffon Cake**  
**Plain / Cheese: ¥1,500,**  
**Double Cheese / Fig & Walnut: ¥1,800,**  
**Matcha Dainagon: ¥2,000 (all 20-cm diameter). Tax included.**  
(Examples. Contact us for quotes on specific varieties.)  
Good up to 3 days (summer) and 4 days (winter) from production date.  
Store in a dark, cool place away from direct sunlight.  
Available throughout the year. Pre-order is required.

**Okome no Kekiyasan GURI (Cakeshop GURI)**  
2-1-10 Yanagihara, Kita-ku, Niigata-shi, Niigata, 950-3326  
TEL: +81-90-5343-2150 FAX: +81-25-386-4949



Maruya Honten / Niigata-shi, Niigata

## Okome Horohoro



These cookies are made with Koshihikari rice flour produced in Niigata Prefecture and finished with Maruya Honten's own unique process. Dough containing the rice flour, Hokkaido butter and home-made almond powder is kneaded and baked, then finished with a coating of mildly sweet Wasanbon sugar. Okome Horohoro is a star product of Maruya Honten, focused on expertise in sweets making since its founding in 1878. The cookies were awarded the top prize at Niigata's prefectural souvenir contest in 2013. The cookies' delicate sweetness and melt-in-the-mouth texture are a true delight.

**Okome Horohoro ¥550 (7 pc pkg),**  
**¥800 (9 pc box). Tax excluded.**  
Keeps up to 20 days at room temperature. Available throughout the year.

**Maruya Honten Co., Ltd.**  
1038 Rokuban-cho, Higashibori-dori, Chuo-ku, Niigata-shi, Niigata, 951-8065  
TEL: +81-25-229-3335 FAX: +81-25-229-3337 <http://www.maruyahonten.com/>

Sakuma Shokuhin / Sanjo-shi, Niigata

## Soy-milk Gelato



Soy-milk Gelato was developed in hopes of bringing the joy of ice cream to children allergic to eggs and cow's milk. The main ingredients in our gelato are 100% fresh soy milk made with Enrei soy beans grown in Niigata Prefecture and sugar from sugar beets. Soy-milk Gelato is characterized by a freshness and light taste in the mouth. Four flavors are available: plain, strawberry, chocolate and matcha (powdered green tea), none containing any dairy products. Our gelato is only sold over-the-counter at the store. Healthy donuts made with bean-curd byproducts are also popular.

**Soy-milk Gelato**  
**¥320 (90ml each) Tax excluded.**  
Keep frozen. Available throughout the year. Sold only at the store.

**Sakuma Shokuhin Co., Ltd.**  
163-1 Higashi-honjoji, Sanjo-shi, Niigata, 955-0823  
TEL: +81-256-33-2273 FAX: +81-256-35-7659





フルーツ・野菜スイーツ

## Sweets made with fruits & vegetables

Tohoku and Niigata have a rich natural environment and are a treasure trove of fruits and vegetables. Sweets that leverage the inherent flavors of these ingredients have been developed through the repeated innovation only possible in the region where these fruits and vegetables are actually produced.

ARIV / Kitakami-shi, Iwate

### Futago Satoimo Shittori Chocolat

This cake features a flavorful harmony between Futago Satoimo and chocolate. Futago Satoimo is a taro specific to the northern region that has been grown for about 300 years. It is notable for its stickiness, rich flavor and smooth texture. Taro root is turned into a paste and added to the batter to create a rich, sumptuous flavor. Small, solid chunks of taro are also included for an added textural treat.

#### Futago Satoimo Shittori Chocolat

¥950 (1 cake, 250g). Tax excluded.

Store in freezer (-18°C or below) for up to 60 days. Available throughout the year. Defrost and enjoy.

ARIV Co., Ltd. (Dolcissima)

1-7-10 Hon-dori, Kitakami-shi, Iwate, 024-0094

TEL: +81-197-62-6078 FAX: +81-197-62-6078 <http://www.rakuten.co.jp/dolcissima/>



Forest Kitchen / Kuji-shi, Iwate

### Vegetable Scone



These scones are made with an abundance of Nanbu flour, whole grains, and vegetables grown by the company using a minimum of agrochemicals. Forest Kitchen's Haruko Kimura was born on a working farm. The delicious, safe snacks she later made for her children gained a following, and she began selling them as snacks. There are 10 varieties, including wild rice & walnut and fresh spinach & coconut. In addition to the regularly available types, seasonal flavors can also be enjoyed.

#### Vegetable Scone

¥350 (3 pc pack). Tax excluded.

Keeps up to 20 days at room temperature. Available throughout the year.

Forest Kitchen

19-83 Okawame-cho, Kuji-shi, Iwate, 028-0091

TEL: +81-194-55-5626 FAX: +81-194-55-5626 <http://hareko.jimdo.com/>

Kagetsudo / Morioka-shi, Iwate

### Printemps Nouveau



Printemps Nouveau is said to be the king of roll cakes. Filled with an abundance of select strawberry, kiwi, pear, and golden peach, it offers a novel experience of textures—almost as if you are eating fresh fruit, rather than cake. Nanbu flour and eggs from Iwate prefecture are used in the delicious cake layer, and slightly sweet fresh cream from Hokkaido in the filling. The generous amount of fruit revealed with each slice of the cake is a beautiful and impressive sight.

#### Printemps Nouveau

¥2,480 (1 cake) Tax included.

Shipping charge included except for Okinawa prefecture.

Keeps for up to 3 days. Store at 10°C or below.

Available throughout the year.

Kagetsudo Co., Ltd.

2-9-2 Minami-odori, Morioka-shi, Iwate, 020-0874

TEL: +81-19-651-1155 FAX: +81-19-652-0908 <http://www.kagetsudo.co.jp>

Berry Very Labo (Yamamoto Strawberry Farm) / Yamamoto-cho, Miyagi

### Strawberry Shaved Ice and Strawberry Pizza

The Yamamoto and Watari area is the top strawberry producing area in Tohoku, and these sweets bring you the true essence of strawberries. Strawberry Shaved Ice is made with shaved fresh-frozen strawberries covered with a fresh strawberry syrup, condensed milk and strawberry ice cream—a truly luxurious treat full of strawberries! Our special Strawberry Pizza is abundantly topped with raw, fresh strawberries, a taste experience you can't find anywhere else.

Strawberry Shaved Ice ¥450

Strawberry Pizza (18cm in diameter) ¥698

Tax excluded.

Strawberry Shaved Ice: Available from June to October.

Strawberry Pizza: Available throughout the year.

Only available at the cafe or store counter.

Consume on day of purchase.

Berry Very Labo (Yamamoto Strawberry Farm)

60 Aza-inami, Yamadera, Yamamoto-cho, Watari-gun, Miyagi, 989-2201

TEL: +81-223-37-4356 FAX: +81-223-29-4958 <http://berryverylabo.com/>



Miyagi Korogaki Cooperative / Shiroishi-shi, Miyagi

### Korogaki



Shiroishi City is famous for Hachiya-Gaki, a large, nicely-shaped fruit known as the “king” of persimmons. Hachiya-Gaki are carefully hand-peeled and naturally dried in the cold wind and sunshine of the Zao Mountains. They are a popular gift item because of their good shape and refined sweetness, and advance orders pour in each year. You can enjoy their rich taste by eating plain, or employ them in dishes such as marinade or tempura.

Korogaki ¥3,200 (1kg - 12-18 pcs, average) Tax included.

\*Reference price. Set of 3 packs, each containing 4-6 pcs is available.

Keeps up to 22 days at room temperature.

Available from mid-December to the end of January.

Miyagi Korogaki Cooperative

37 Aza-hikage, Odairanakanome, Shiroishi-shi, Miyagi, 989-0216

TEL: +81-224-25-3013 FAX: +81-224-25-9500 <http://www.korogaki.jp/>

Okasyo / Fukushima-shi, Fukushima

### Aya Farm's Domestic Dried Fruits

Our dried fruit packs were developed through the activities of the “Fukushima Prefectural Project to Produce Local Specialties for Exploration of New Sales Channels.” Six Japan-grown fruits are available: nectarines, apples, tomatoes, kiwis, figs and peaches. All are deliciously moist, naturally sweet, and rich in nutrients. No additives are used. A set including each of the six fruits in its own individual pack is available. These delicious fruits in easily carried packs have become popular as a snack food at sporting events and workplaces, alike.

#### Aya Farm's Domestic Dried Fruits

¥3,000 (6 packs), ¥500 (per pack). Tax exclusive.

Figs keep up to 120 days. All others 180 days. Store at room temperature.

Available throughout the year.

Okasyo Co., Ltd.

3-271 Aza-yokozuka, Arai, Fukushima-shi, Fukushima, 960-2156

TEL: +81-24-593-2254 FAX: +81-24-593-0269 <http://www.okasyo.co.jp/>





Watasui / Sukagawa-shi, Fukushima

## Dried Fruits Nanaka Domestic & Additive-free



Our dried fruits are made from domestically grown fresh fruits famed for their taste, but too irregular for sale in the fresh fruit aisle. Beautiful in dried form, however, and containing no extra sugar or other additives, they deliver a natural taste bonanza. Nanaka, as its name suggests, is a popular set of seven different, individually packed, dried fruits. Highly regarded for their natural taste reflecting the freshness of the original fruit, they were chosen as one of the “10 best of the best souvenirs” in a contest sponsored by the Japanese Reconstruction Agency.

### Dried Fruits Nanaka, Domestic & Additive-free

¥3,000 (7 pack box of different dried fruits, including Goen apples, Pikko apples, Japanese pears, sweet persimmons, Shiranuhi citrus fruits, mandarins and watermelons). Tax excluded.

Keeps up to 6 months at room temperature. Available throughout the year.

### Watasui Co., Ltd. (Additive-free Natural Dried Fruits F2R)

22 Oroshi-machi, Sukagawa-shi, Fukushima, 962-0053  
TEL: +81-248-76-2038 FAX: +81-248-75-4859 <http://f2r-w.com/>



Okazaki / Date-shi, Fukushima

## Momo no Mitsu



Our peach syrup, Momo no Mitsu, is made by hand from Akatsuki (“daybreak”) peaches, a signature fruit of Date City, one of the leading peach-growing areas in Fukushima Prefecture. The natural taste of fresh peaches is concentrated in this syrup without adding sugar. Enjoy it in various ways—as a topping on yogurt or as a drink with alcohol or soda water. Momo no Mitsu was developed through the activities of the “Fukushima Prefectural Project to Produce Local Specialties for Exploration of New Sales Channels.” Momo no Mitsu has since become a very popular and highly regarded gift item.

### Momo no Mitsu

¥1,200 (90g bottle). Tax excluded.

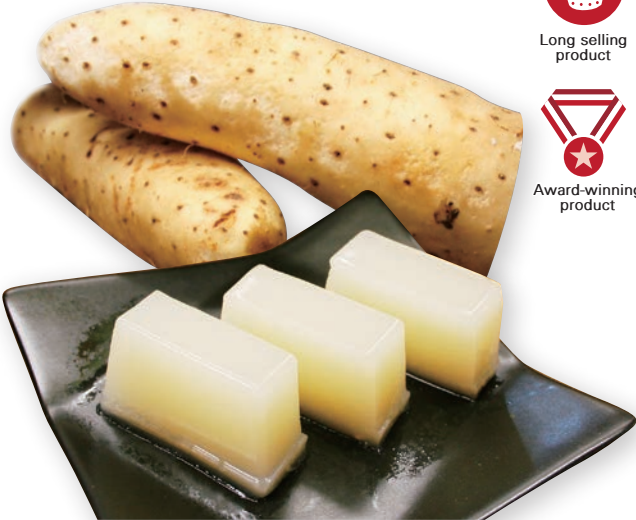
Keeps up to 1 year at room temperature. Available throughout the year.

### Okazaki Ltd.

9 Aza-kabuki, Isazawa, Yanagawa-machi, Date-shi, Fukushima, 960-0701  
TEL: +81-24-577-0683 FAX: +81-24-577-7758

Okashi no Miyakin / Shichinohe-machi, Aomori

## Nagaimo Yokan



Nagaimo Yokan (sweet jellied yam puree) from Aomori, the largest producer of Japanese yams, has been loved as a signature sweet of our district since its introduction about 30 years ago. Several times in the past we considered taking it off the market because of equipment malfunctions, but at the request of locals, sales were resumed and its popularity reached new heights. The greatest feature of this confection is that Japanese yam comprises fully half of its total weight. Due to the high percentage of yam content, you can enjoy the yam’s characteristic flavor and sticky texture.

### Nagaimo Yokan (Sweet jellied yam puree)

¥1,490 (8 pcs per box, tax included)

Keeps up to 180 days at room temperature. Available throughout the year.

### Okashi no Miyakin

329-1 Aza-shichinohe, Shichinohe-machi, Kamikita-gun, Aomori, 039-2525  
TEL: +81-176-62-5100 FAX: +81-176-62-6880 <http://okashinomiyakin.com/>

Murai Seika / Nanbu-cho, Aomori

## Kiku Jam



Nanbu town in Aomori Prefecture has long been known for the production of edible kiku (chrysanthemums). Abo-kyu, a key variety of chrysanthemum, is characterized by its bright yellow color and elegant aroma. Our Kiku Jam starts with fresh Abo-kyu petals, which are steamed and dried before jam making begins. This process retains the chrysanthemum’s unique aroma and texture. Mildly sweetened, Kiku Jam is great on toast or yogurt, or as a drink with hot water.

### Kiku Jam (Chrysanthemum Jam)

¥680 (120g jar, tax included)

Keeps up to 1 year at room temperature. Available throughout the year.

### Murai Seika Inc.

7-2 Aza-nitanda, Toga, Nanbu-cho, Sannohe-gun, Aomori, 039-0611  
TEL: +81-178-75-1040 FAX: +81-178-75-1287 <http://www.muraiseika.jp/>

Anekko / Hirosaki-shi, Aomori

## Dakekimi Sweets



Dakekimi is an Aomori-grown variety of sweet corn featuring 18% sugar content—equivalent to melon flesh. Anekko’s signature Dakekimi sweets are made with Dakekimi corn milled into a fine powder using our own, proprietary technology. Our sweets—including roll cake, pudding and ice cream—are developed in close cooperation with farmers and traditional Japanese sweet shops, and are popular among people of all ages.

### Dakekimi Sweets

Dakekimi Roll Cake: ¥1,600 (whole cake)

Dakekimi Pudding: ¥1,300 (3 pudding cups per set)

Dakekimi Ice Cream: ¥1,600 (3 individual cups per set)  
Tax included.

Keep roll cakes and puddings refrigerated for up to 2 days.

\*Sweets are shipped in a frozen state. Please consume within 2 days of defrosting. Available throughout the year.

### Anekko Inc.

77-4 Aza-kawazoe, Oaza-miyaji, Hirosaki-shi, Aomori, 036-1341  
TEL: +81-172-82-1055 FAX: +81-172-82-1060 <http://www.anekko.jp/>

Shikisai / Akita-shi, Akita

## Makio Farm Best Berry Yogurt Mousse

Raspberries and blueberries organically grown on our farm are lavishly employed in making this special yogurt mousse. The mousse and the sponge cake base are specially produced with fresh yogurt made from the milk of pasture raised Jersey cows. The sponge also includes rice flour made from Akita Komachi rice, grown by local farmers. The rice flour gives the sponge a springy texture and deep-bodied taste that goes well with mousse and tart, but sweet fruits. This yogurt mousse won the first prize at the Akita Prefecture Specialty Product Development Contest in 2014.

### Makio Farm Best Berry Yogurt Mousse

¥2,160 (tax included)

Keeps for up to 60 days in freezer. Available throughout the year. After defrosting, please consume within a day.

### Shikisai Co., Ltd.

58-1 Aza-Wadai, Taiheihatta, Akita-shi, Akita, 010-1101  
TEL: +81-18-838-2570 FAX: +81-18-838-2988 <http://www.akita-shikisai.com/>





Sato Kanroku Shoten / Nikaho-shi, Akita

# Ichijikuyasan no Ichijikukanroni

White Zenoa, a fig variety introduced from France in the early Meiji period (about 150 years ago) is used to make our Ichijikuyasan no Ichijikukanroni. These figs, with soft, sweet and aromatic flesh, are cooked with sugar and starch syrup for over 6 hours, until the figs take on a transparent, amber color. The concentrated fig juice gives this treat a uniquely delicious taste. Our red wine flavor, which is less sweet, is also popular.

**Sweetened boiled figs**  
¥535 (200g, 5-7 figs per pkg), ¥594 (red wine flavor, 200g, 5-7 figs per bag). Tax included.  
Keeps up to 6 months at room temperature. Available throughout the year.

**Sato Kanroku Shoten**  
26 Shimogo, Otake, Nikaho-shi, Akita, 018-0322  
TEL: +81-184-74-3617 FAX: +81-184-74-3288 <http://ichijiki-ya.com>



Saegusa Factory / Sagae-shi, Yamagata

# Petitjelly Cherry



This beautiful, jewel-like fruit jelly was developed to allow enjoyment of fresh-from-the-farm cherries through the whole year. Cherries grown in the orchards of Yamagata are picked one-by-one, then carefully boiled, coated in sweet and sour jelly and frozen. Since they are frozen at the time of purchase, you can enjoy three textures—sherbet, half thawed, and jelly—by varying the degree of thawing.

**Petitjelly Cherry**  
¥1,200 (8 pc box). Tax excluded.  
Store frozen for 60 days. Available throughout the year.

**Saegusa Factory Co., Ltd.**  
7-50 Nishinekitamachi, Sagae-shi, Yamagata, 991-0004  
TEL: +81-237-85-7393 FAX: +81-237-85-7395  
<http://www.rakuten.co.jp/saegusa-factory/>

Patisserie Heiwado / Mamurogawa-machi, Yamagata

# Tart Jingoemon



Tart Jingoemon is a tart containing Jingoemon taro, a vegetable traditionally grown by a local clan and closely guarded for its strong glutinous character. The combination of the tart crust made with rice flour, the taro cream mixed with cheese, and the domestic grated cheese sprinkled over the top makes for a rich, fascinating taste experience. This tart was awarded a prize for excellence in the Yamagata Hometown Foods Competition.

**Tart Jingoemon**  
¥200 each, tax excluded.  
Keep frozen for up to 30 days. Consume within 5 days after defrosting.  
Available throughout the year.

**Patisserie Heiwado Co., Ltd.**  
129-5 Oaza-aramachi, Mamurogawa-machi, Mogami-gun, Yamagata, 999-5312  
TEL: +81-233-62-2762 FAX: +81-233-62-3600 <http://www.heiwado.co.jp/>

Kineya Honten / Kaminoyama-shi, Yamagata

# Yamagata Chocolanbo

Each of these luxurious truffle chocolates contains a whole Yamagata cherry. The cherries are specially processed and flavored with brandy. They are then coated with a lightly sweet mixture of chocolate, cream and liquor. Finally, the truffles are sprinkled with Yamagata sakuranbo (cherry) powder. This distinctive confection of Yamagata, with its refreshing flavor and sophisticated texture, has become one the prefecture's newest, featured attractions.

**Yamagata Chocolanbo**  
¥1,000 (4 pcs), ¥1,420 (6 pcs). Tax included.  
Keeps up to 20 days. Store around 10-20°C, away from direct sunlight in a place not subject to high heat and humidity. Available throughout the year.

**Kineya Honten Co., Ltd.**  
2-3-12 Benten, Kaminoyama-shi, Yamagata, 999-3161  
TEL: +81-23-673-5444 FAX: +81-23-672-1236 <http://www.kineya.co.jp/>



Juichiya / Yamagata-shi, Yamagata

# Shine Muscat Daifuku

The Seedless Shine Muscat is a high-grade grape variety with edible peel grown in Yamagata. Our Shine Muscat Daifuku consists of a large Shine Muscat grape at the center, surrounded by sweet bean jam and all wrapped up in a soft layer of rice-cake made with Yamagata's Himenomochi glutinous rice. With each bite, enjoy the delightful springiness of the rice cake followed by the crispness of the grape. This is a seasonal product available in accordance with the Shine Muscat harvest each year, thus ensuring the full sweetness and flavor of the fresh fruit in each daifuku.

**Shine Muscat Daifuku**  
¥200 each, ¥1,250 (6 pc set), ¥2,150 (10 pc set). Tax excluded.  
Keeps up to 3 days at room temperature.  
Only available from September to mid-December.

**Juichiya Co., Ltd**  
2-2-24 Zao-Matsugaoka, Yamagata-shi, Yamagata, 990-2338  
TEL: +81-23-689-0011 FAX: +81-23-689-0012 <http://www.juichiya.jp>



Wafu Gelato Okaji / Niigata-shi, Niigata

# Niigata Murakami Hojicha Gelato

Niigata Murakami Hojicha Gelato is a Japanese-style frozen confection flavored with roasted green tea from Murakami City, famous for green tea production. One of the biggest challenges in its development was how to bring out the flavor of roasted green tea in a cold gelato. It took us four years to finally work out a unique and effective method of production. Now you can savor the milky gelato and distinct flavor of roasted green tea—a collaboration of western and Japanese tastes. In order to maintain a consistent taste year-round, the amount of milk fat is seasonally adjusted.

**Niigata Murakami Hojicha Gelato**  
¥300 (single serve), ¥400 (double serve).  
Shipped (domestic only): ¥3,500 (6 cup box, 140g per cup, shipping included). Tax included.  
Keep frozen. Available throughout the year.  
Destination of shipping request should be somewhere within Japan.  
Larger sets of 8 cups or 12 cups also available.

**Wafu Gelato Okaji**  
2-12-8 Mizukino, Nishi-ku, Niigata-shi, Niigata, 950-2264  
TEL: +81-25-239-3910 FAX: +81-25-239-3910 <http://www.okaji-ice.com/>







吟醸スイーツ

## Sweets featuring fermented ingredients

In Tohoku and Niigata numerous regional breweries produce sake and miso, and many locally-made sweets utilize their superb flavors. The exquisite, distinctive tastes produced through fermentation truly bring something new and exciting to sweets.

Patisserie Ouraya / Ofunato-shi, Iwate

### Sake cake Suisen

This cake, suited to the adult palate, is made with junmai sake from the Suisen brewery in Iwate. Though our shop was swept away by the tsunami following the Great East Japan Earthquake, Ouraya reopened for business in a new shop and resumed selling our delicious sake cake with Suisen, which had also been recovering from damage suffered in the earthquake. Soaked in sake, the refined flavor, distinctive aroma and moist character of this finely textured, egg-white-based sponge cake has made it a consistently popular item. Although the taste and aroma of sake are its signature features, it can still be enjoyed by those with a low tolerance for alcohol.

#### Sake cake Suisen

¥148 (per piece, tax excluded)

Keeps up to 20 days. Store at room temperature. Available throughout the year.

**Patisserie Ouraya** 17-3 Aza-shimohira, Ofunato-cho, Ofunato-shi, Iwate, 022-0002  
TEL: +81-192-26-3275 FAX: +81-192-26-3275



ASABIRAKI / Morioka-shi, Iwate

### Ginjo Ryoen



This cake is made with an abundance of the junmai ginjo sake, Yumeakari, the signature brand of Asabiraki brewery, founded in 1871. In this unique offering from the brewery, castella cake made with high-quality eggs and flour is liberally soaked with ginjo sake, resulting in a cake infused with much more alcohol than most such cakes. It is a favorite with those who love Japanese sake, even if they don't have a sweet tooth, and is popular purchased as a gift paired with sake.

#### Ginjo Ryoen

¥1,200 (whole cake - 390g). Tax excluded.

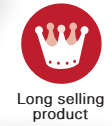
Keep at room temperature for up to 6 months from date of production. Available throughout the year. Alcohol content 3%

**ASABIRAKI Co., Ltd.**

10-34 Daijiji-cho, Morioka-shi, Iwate, 020-0828  
TEL: +81-19-652-3111 FAX: +81-19-624-4303  
<http://www.asabiraki-net.jp/zizake/guid/cake.html>

Moritami Shuzouten / Osaki-shi, Miyagi

### Moriizumi Seishu Jelly



Moriizumi Seishu Jelly is a confection for adults, containing a liberal amount of Moriizumi sake from the Moritami Shuzouten, established in 1883. Each bite offers a smooth, soft taste of sake and a nice sake aroma. Our brewery is located adjacent to the Old Yubikan, thought to be the oldest school building in Japan. Many a tourist stops by our store and comments appreciatively that, "I can casually taste rich Moriizumi sake through this sweet."

#### Moriizumi Seishu Jelly

¥260 (120g, tax excluded)

Keeps up to 6 months at room temperature. Available throughout the year. Sold only at the store.

**Moritami Shuzouten**

15 Kamikawara-machi, Iwadeyama, Osaki-shi, Miyagi, 989-6433  
TEL: +81-229-72-1010 FAX: +81-229-72-1010



Hanayama Tawemon Shoten / Osaki-shi, Miyagi

### Saka Manju



Hanayama Tawemon Shoten is a long-standing shop established in 1717. According to records, our Saka Manju was offered to and received by the local lord. The outer layer is made with rice flour and our homemade Doburoku, unrefined sake. This is wrapped around red-bean jam and steamed to make Sakamanju. Following a traditional rising method passed down from the Edo era, the rice dough for the outer layer is first raised with sake only, then raised for the second time over charcoal. Our shop maintains the traditional taste by adjusting the amount of the flour and the length of steaming time because the rising process depends on the weather.

#### Saka Manju

¥162 each, ¥2,700 (15 pcs in frozen, iced pack). Tax included.

Keeps up to 1 month frozen. Available throughout the year.

**Hanayama Tawemon Shoten**

147 Ninokamae, Iwadeyama, Osaki-shi, Miyagi, 989-6436  
TEL: +81-229-72-1004 FAX: +81-229-72-0956 <http://www.hanayama-manjyuu.jp/>

Ebiki / Tome-shi, Miyagi

### Miso Ice Cream and Shoyu Makoron

These are the hottest-selling confections made by the miso and soy sauce maker, Ebiki, founded in 1833. Miso Ice Cream is made by grilling their vaunted miso until it reaches its full, fragrant flavor and adding it to the vanilla ice cream. Ebiki also proudly offers Shoyu Makoron, cookies flavored with their traditional soy sauce. These are patterned after the Western macaroon, but contain peanut rather than almond flour. Enjoy their crispy texture, shoyu flavor and simple sweetness.

Miso Ice Cream: ¥232 (120ml cup).

Shoyu Macoron: ¥2,167 (Set of 6 bags, 160g per bag). Tax excluded.

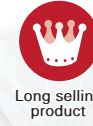
Miso Ice Cream: Keep refrigerated.

Shoyu Macoron: Keeps up to 100 days at room temperature.

Keeps up to 100 days at room temperature. Available throughout the year.

**Ebiki**

22 Mikkamachi, Teraike, Toyoma-machi, Tome-shi, Miyagi, 987-0702  
TEL: +81-220-52-2015 FAX: +81-220-52-2102 <http://www.ebiki.com/>



Kaneko Farm / Shimogo-machi, Fukushima

### Golden Yogurt



Golden Yogurt is a plain yogurt made with fresh milk from Jersey cattle, a rarity in Japan. Produced with select lactic acid bacterium, Golden Yogurt is characterized by the light gold cream layer appearing on top when the bottle is opened. This forms because the fresh milk is sterilized and fermented "as is," without homogenizing. The yogurt features a rich taste and smooth texture like cream cheese. You can enjoy it plain or flavored with honey or blueberry sauce.

#### Golden Yogurt

¥259 (250g, small), ¥454 (450g, large). Tax excluded.

Keep refrigerated for up to 21 days from the production date. Available throughout the year.

**Kaneko Farm**

178-1 Aza-tsurugaika, Oaza-sawada, Shimogo-machi, Minamiaizu-gun, Fukushima, 969-5344  
TEL: +81-241-67-4120 FAX: +81-241-67-4120 <http://www.kaneko-bokujyou.jp/>



Kimuraya Corporation / Yokote-shi, Akita

Hata-hata Pie



This specialty sweet is a piecrust-like treat shaped like a sandfish (hata-hata), the prefectural fish of Akita. An abundance of butter is kneaded into the dough, which is then brushed with shottsuru, a fish sauce made from sandfish, and baked with care. The piecrust features a crispy texture and a faint aroma of shottsuru that enhances the sweetness. Kimuraya Confectionery is an established sweets shop with a history spanning over 110 years. The main shop building has been designated a Registered Tangible Cultural Property by the Agency for Cultural Affairs.

**Hata-hata Pie**  
¥1,200 (10 pc box, tax excluded)  
Keeps up to 60 days at room temperature. Available throughout the year.

**Kimuraya Corporation**  
5-23 Omachi, Yokote-shi, Akita, 013-0021 <http://yokote-kimuraya.com/>  
TEL: +81-182-32-0700 FAX: +81-182-32-7676

Okome no Kashikobo Comeru (Rice Products Bakery Comeru) / Sakata-shi, Yamagata

Okome no Jizake Kasutera

Okome no Jizake Kasutera which literally means “local sake-soaked castella” is a popular sweet from Okome no Kashikobo Comeru sweets store. It is their policy to use only rice flour made with locally grown rice. The castella batter made with rice flour and eggs from the Shonai district, is baked, then liberally saturated with local sake. Enjoy the terrine-like moist texture and rich flavor of Japanese sake. This flavorful cake won a special prize in the “Supreme World-class Souvenir” competition sponsored by the Reconstruction Agency.

**Okome no Jizake Kasutera (Local Sake-Soaked Castella)**  
¥806 (whole cake - W12xD7xH5cm, tax excluded)  
Keeps up to 21 days. Store at room temperature away from direct sunlight in a place not subject to high heat and humidity. Available throughout the year.  
Note: This cake is not suitable for minors, those strongly affected by alcohol, or individuals scheduled to drive soon after eating.

**Okome no kashikobo Comeru (Rice Products Bakery Comeru)**  
4-11-6 Higashiizumi-cho, Sakata-shi, Yamagata, 998-0013  
TEL: +81-234-28-8333 FAX: +81-234-28-8335 <http://www.comeru.jp>

Okashi no Kurata / Yuzawa-shi, Akita

Soy Sauce Roll Cake



This popular cake from Okashi no Kurata, a well-known sweets shop founded in 1853, is enticing for its faint flavor of fragrant soy sauce that envelops the palate. The soy sauce is sourced from a long-standing soy sauce brewery in Akita, founded in the same year as our shop. Adding the soy sauce to the cream in the cake batter creates a unique richness and flavor. The cake batter is prepared with rice flour made entirely from Akita Komachi rice to produce a springy texture. Other products, such as Soy Sauce Macaron and Soy Sauce Ice Cream are also popular.

**Soy Sauce Roll Cake**  
¥1,566 (per roll, tax included). \*Shipping excluded.  
Keeps for up to 30 days in freezer. Available throughout the year.

**Okashi no Kurata**  
1 Koganehara, Yuzawa-shi, Akita, 012-0021  
TEL: +81-183-73-5185 FAX: +81-183-73-5142  
<http://www.okashinokurata.com/>

SEN-NEN KOJIYA / Minami Uonuma-shi, Niigata

Nihonshu Baumkuchen

This is a specialty baumkuchen, with a caramel flavor, evoking images of the beautiful Hakkaisan mountains of Niigata. Fermented butter, almond and the daiginjo-shu sake, Hakkaisan, from the HAKKAISAN BREWERY of Niigata are used in the batter. Each cake layer is baked with care, and the white, outer decoration symbolizes snow covering the mountains. This cake has a rich taste and sweetness, in excellent harmony with the Japanese sake aroma. This baumkuchen is a perfect choice for a sweet from Niigata, a prefecture famous for its sake.

**Nihonshu (Sake) Baumkuchen**  
¥1,686 (whole cake, tax excluded)  
Keeps up to 20 days from production date. Store at 20°C or below. Available throughout the year.  
For an order of more than 5, allow a week for domestic delivery.

**SEN-NEN KOJIYA (HAKKAISAN BREWERY CO.,LTD.)**  
2294-15 Miya, Minami Uonuma-shi, Niigata, 949-6775  
TEL: +81-800-800-4181 FAX: +81-25-775-3188 <http://www.sennen-koujiya.jp>



Furumachi Kouji Seizosho / Niigata-shi, Niigata

Kouji Ice Cream Monaka

This is a specialty confection combining delicious ice cream with the naturally sweet malted rice (kouji) used in making the monaka shell. Enjoy the subtle sweetness of malted rice and the creamy melting sensation of the ice cream. The owner of an onigiri (rice ball) shop in Ginza, Tokyo became enchanted by the malted rice of Niigata and opened our shop, Furumachi Kouji Seizosho, here in 2009. Other popular products are Kouji Drink, combing malted rice with various ingredients, and Kouji Ame, a sweet syrup with the delicious taste of malted rice sealed in the agar.

**Kouji Ice Cream Monaka**  
From ¥380 (per piece, tax excluded)  
Keep refrigerated for up to a day. Available from June to around November. Sold only at the store.

**Furumachi Kouji Seizosho**  
533 Niban-cho, Furumachi-dori, Chuo-ku, Niigata-shi, Niigata, 951-8063  
TEL: +81-25-228-6570 FAX: +81-25-228-6571 <http://www.furumachi-kouji.com/>

Furumachi Kouji Seizosho / Niigata-shi, Niigata

Kouji Gelato

Responding to requests from customers hoping for a dairy-free gelato, Kouji Gelato was born. The main ingredients are rice and soy milk, and you can enjoy three flavors: kouji soy milk, ginger ale, and Echigono-ichigo strawberry. Fermented rice makes sweet kouji (malted rice) and the simple flavor of this gelato is loved by many, including those who don't like ordinary gelato. Since our gelato is a great way to savor kouji, said to be good for health and beauty, it has become very popular among women these days.

**Kouji Gelato**  
Kouji Soymilk, Ginger Ale Ice Cream ¥360 each (94ml cup).  
Echigono-ichigo Strawberry ¥380 (94ml cup). Tax excluded.  
Keep frozen. Available throughout the year.

**Furumachi Kouji Seizosho**  
533 Niban-cho, Furumachi-dori, Chuo-ku, Niigata-shi, Niigata, 951-8063  
TEL: +81-25-228-6570 FAX: +81-25-228-6571 <http://www.furumachi-kouji.com/>





# List of outlets in Japan

Shops in other areas of Japan offering Tohoku and Niigata products for direct sale.

Outlet shops from each prefecture (Antenna shops) offer a variety of attractive products, in addition to the specialties listed in this catalogue. Please take your time to stop by at these shops when you visit Tokyo or Fukuoka.

- Iwate

Iwate Ginga Plaza

5-15-1-1F, Ginza, Chuo-ku, Tokyo 104-0061  
TEL: +81-3-3524-8315 URL: <http://www.iwate-ginpla.net/>
- Miyagi

Miyagi Furusato Plaza

1-2-2, 1F-2F, Higashi Ikebukuro, Toshima-ku, Tokyo 170-0013  
TEL: +81-3-5956-3511 URL: <http://cocomiyagi.jp/>
- Fukushima

Nihonbashi Fukushima MIDETTE

4-3-16-1F, Nihonbashimuromachi, Chuo-ku, Tokyo 103-0022  
TEL: +81-3-6262-3977 URL: <http://midette.com/>
- Fukushima

Fukushima Yaesu Tourism and Exchange Center

2-6-21-1F, Yaesu Chuo-ku, Tokyo 104-0028  
TEL: +81-3-3275-0855 URL: <http://www.tif.ne.jp/jp/sp/yaesu/>
- Aomori

Aomori Hokusaikan Tokyo Store

2-3-11, Fujimi, Chiyoda-ku, Tokyo 102-0071  
TEL: +81-3-3237-8371 URL: <http://www.umai-aomori.jp/buy/antenashop/antenashop.phtml>
- Akita

Akita Bisaikan

4-10-8-1F (Wing Takanawa West III), Takanawa, Minato-ku, Tokyo 108-0074  
TEL: +81-3-5447-1010 URL: <http://www.akita-bisaikan.jp/>
- Akita

Akita Furusatokan

2-10-1-1F, Yuurakucho, Chiyoda-ku, Tokyo 100-0006  
TEL: +81-3-3214-2670 URL: <http://www.a-bussan.jp/shop/tokyo/>
- Yamagata

OISHII YAMAGATA PLAZA

1-5-10, 1F-2F, Ginza, Chuo-ku, Tokyo 104-0061  
TEL: +81-3-5250-1750 URL: <http://www.oishii-yamagata.jp/>
- Niigata

Omotesando • Niigatakan N'ESPACE

4-11-7, Jingumae, Shibuya-ku, Tokyo 150-0001  
TEL: +81-3-5771-7711 URL: <http://www.nico.or.jp/nespace/>
- Aomori  
Iwate  
Akita

Michinoku Yume Plaza

2-8-34-1F, Tenjin, Chuo-ku, Fukuoka 810-0001  
TEL: +81-92-736-1122 URL: <https://www.facebook.com/yumepla>

\*Please note that not all products from this catalogue are available at the stores listed above.  
\*Some of the websites above may not offer an English version.



Prior to this publication, four Japanese editions, two English editions and one Chinese edition (in both Simplified and Traditional Chinese) have been published, and are available for free download from the following website:  
<http://www.kasseiken.jp/investigation/index.php>

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