



Agari youkan

Red beans,Wheat flour

Agari youkan

〒460-0002 1-5-31, Marunouchi, Naka-ku, Nagoya-shi, Aichi

052-231-3904

"Agari" in the name "Nobori youkan" means to "go up", as in "heaven" or "lord's house". This confection has been handed down, always conserving the association of best quality with its name. Its melt-in-the-mouth texture and sophisticated, delicate flavour is made possible by the confectioner's skills and a long, careful steaming process. Being descended from Kikyoya, a purveyor to the Tokugawa family, Minochu has been handing down their blending ratios and production secrets from generation to generation to attentively preserve their distinctive features since their establishment in 1854.



Kiri youkan

Red beans,Wheat flou

Red beans,Sugar,Wheat flourr

Nihonbashi Nagato

〒103-0027 3-1-3, Nihonbashi, Chuo-ku, Tokyo

03-3271-8966

"Takenagashi" was made by Saburoemon Fukui, the 4th generation owner, in 1773 (Anei 2). Back then, the Oppu mine in Aomori prefecture was used for gold excavation. For gutters in the mine, young bamboo was used in which a dull gold colour was seen before being polished. This colour inspired the confectioner to develop this product. Because it was produced widely in the local villages of Meya and Iwaki, buckwheat flour is used as the main ingredient together with wheat flour and sugar. The technique of thinly rolling the dough with a single rolling pin by hand has been handed down orally through the generations exclusively between the eldest children. The product continues to be a purely handmade confection.



Tsukiyomiyamaji Himekurumi

Red beans, Coarse sugar, Walnut, Hon-kuzu, Miso

Matsubaya

〒923-0931 69, Daimonjicho, Komatsu-shi, Ishikawa

0761-22-0120

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kaki youkan

Japanese persimmon(Hachiya kaki),Agar-agar,White kidney beans

This yokan is crafted from persimmons that are home-dried by Usume, the fourth-generation proprietor, who was inspired by the rich sweetness of "Dojo hachiya kaki," a renowned persimmon variety from Gifu Prefecture. Since 1896, bamboo containers have been used, following advice that "planting persimmons helps bamboo grow, which then makes persimmons sweeter." The yokan is prepared using a simple method: dried flavourful persimmon jam is blended with boiled-down sugar and agar, maximising its natural flavour.

Tsuchiya

〒4503-0876 39, Tawaramachi, Ogaki-shi, Gifu

0584-78-2111



Fukui's Winter speciality, "Mizuyoukan" is adored as a flavour of the hometown. Raw brown sugar, coarse sugar, mashed sweet red bean paste and agar-agar: the simple ingredients' flavours are extracted with great harmony. It isn't known where this custom to eat Mizuyoukan in Winter in the Fukui region came from. One possibility is that this confection, with a low sugar content and no preservatives added, was kept in snow back in the period where no refrigerator was around. It might be the reason why it is perceived as a perfect Winter sweet. Refreshing, with a light texture, we never tire of its deliciousness.

Mizuyoukan

Raw brown sugar (Moscovado), Coarse sugar, Smooth bean paste
Agar-agar

Egawa

〒910-0024 3-6-14, Terute, Fukui-shi, Fukui
0776-22-4952



Uirou

Smooth bean paste ,Bracken starch

"Uirou" is an established traditional confection passed down in the city of Yamaguchi. One theory says that it exists since the Muromachi period when the city was so flourishing that it was to be called "Kyoto in the western country". "Fukudaya", the teahouse serving Uiro alongside a highway was so popular for both local residents and many travellers, that they became a purveyor for the Mouri clan in the Edo period. Mixing the mashed sweet red bean paste in its lilac colour and the genuine bracken starch powder with local soft water, the cake is then steamed to finish it immediately. Its bouncy texture and delicate yet refreshing flavour still please the taste buds of Yamaguchi city residents.

Mihorido

〒753-0048 1-5-7, Ekidori, Yamaguchi-shi, Yamaguchi

0839-02-3880



In the Edo-Ansei period, the founder of Eitaro sold their Kintsuba at the food stand placed on Nihonbashi bridge: it was the beginning of their firm. Their confection is made with sweet red bean paste wrapped in an extra thin pancake, then grilled with sesame oil to enhance the red bean flavour with an aromatic finish. Even now, exclusively at Eitaro's Nihonbashi main store, this same confection to the same recipe is still baked and can be tasted on the spot, just like at the very beginning on their food stand.

Nadai Kintsuba

Sugar,Red beans,Wheat flour,Eggs,Black sesame seeds

Eitaro sohonpo

〒 103-0027 1-2-5, Nihonbashi, Chuo-ku, Tokyo

03-3271-7785



Hishikiriko

Red bean flour Rice flour

In Ecchu Yatsuo, there once existed a traditional snack called "Hishi," which has long disappeared. It was described as a soft, red bean-flavoured confection with a dark paste dusted in white powder, shaped like a water chestnut ("Hishi" in Japanese). Driven by a desire to recreate it, the fourth-generation proprietor relied on the memories of elders to reproduce the flavour. Upon completion, it was named "Hishikiriko" due to its intricate patterns, reminiscent of faceted designs called "Kiriko."
Year of origin: Unknown (during the period of the fourth-generation proprietor)

Rinseido

〒939-2376 3-8, Yatsuomachi Fukujima, Toyama-shi, Toyama
076-454-4670



The founder of Wakasaimo, Hakosu Wakasa, thought to create a well-known product of Toyako Onsen in Hokkaido. It was developed in 1930 (Showa 5) from a simple idea: to make roasted sweet potatoes in a place where no sweet potatoes are produced. In their history of more than 90 years, there was a time when sugar, one of the ingredients, became unavailable due to the turmoil of war. Although artificial sweetener was already gaining its popularity at that time, production of the delicacy was halted for 7 years in their desire to use authentic ingredients. Even during difficult times, their unchanging approach and strong passion has protected "Wakasaimo".

Wakasaimo

White kidney beans (Hokkaido produce), Sliced kelp (Hokkaido produce), Sweet white bean paste, Eggs, Soy sauce

Wakasaimo

〒 049-5721 144, Toyakoonsen, Toyako-cho, Abuta-gun, Hokkaido
0142-75-4111



Towards the end of the Edo period, the founder of Kototoi dango, Sakichi, served sweet dumplings to writers and artists visiting the Sumida river. This confection became well known for its deliciousness. It was equally adored by those who were far away, when people found it so tasteful with its name "Kototoi Dango" inspired by Tales of Ise, and also they loved how beautifully these multi-coloured dumplings were presented on a plate. Since then, it has kept its tradition for both its flavour and presentation and it is still handmade one by one by confectioners with carefully selected quality ingredients.

Kototoi dango

Strained sweet bean paste, Mochi made from rice flour, Strained white bean paste, Mochi

Kototoi dango

〒131-0033 5-5-22, Mukojima, Sumida-ku, Tokyo

03-3622-0081



In the post World War II period when sugar was so precious for common people, Kanmi Okame's ancestors continued to make this confectionery to be enjoyed by everyone. This same spirit has been handed down without any changes to the present. The lightly mashed sweet red bean paste has a simple, nostalgic flavour with subtle sweetness, made from simple ingredients: red beans, sugar and water. While cooking, the surface of the mixture is only partially skimmed, so the paste keeps all the aroma and flavour of the beans. Made one by one to order, the Ohagi is served still warm, with a soft texture.

Ohagi **(lightly mashed bean paste)**

Red beans,Sugar,Glutinous rice

Kanmi Okame

〒 100-0006 1F, 2-7-1, Yurakucho, Chiyoda-ku, Tokyo

03-3211-0585



Habutae dango

Nonglutinous rice, Soy sauce, Red beans, Sugar

This confection originated from sweet dumplings served at Fujinoki Chaya Teahouse alongside one of the highways in the Edo period. Dumplings made from non-glutinous rice flour produced in the Shonai region in Yamagata are steam-kneaded then pounded well with a pestle and mortar. While its steamed version is filled with a subtly sweet red bean flavour, the grilled version produces quite a different harmony between fresh soy sauce and subtle rice flavours. "Habutae Dango" was named by their customers after its similarity to the fine glossy textile of the same name. Some sophisticated people like Tenshin Okakura used to enjoy the grilled version accompanied with an alcoholic beverage, while other famous authors like Soseki Natsume or Shiki Masaoka adored it so much that they depicted it in their works.

Habutae dango

〒116-0014 5-54-3, Higashinippori, Arakawa-ku, Tokyo

03-3891-2924



Since the Genroku period, this confection, categorised as "Korai Mochi", has been made following the hereditary specification. From its appearance similar to the sekihan, auspicious rice steamed with red beans, it was named "Omedetou", meaning "congratulations" in Japanese and it then become a confection representing Mannendo Honten. Please enjoy the proud sweet red bean paste with plenty of the ingredient's flavour.

Omedeto

Red beans,Sugar,Glutinous rice flour,Rice Flour

Ginza mannendo

〒 104-0061 7-13-21, Ginza, Chuo-ku, Tokyo

03-6264-2660



Murasame

Rice, Glutinous rice, Caster sugar, Red beans

Shiogo

〒597-0004 7-1, Nishi-cho, Kaidzuka-shi, Osaka

072-422-0055

In this "Mamedaifuku", the mochi part wrapping around the sweet red bean paste is made with Niigata-produced Kogane glutinous rice. Echigo Tsuruya is passionate to enhance the authentic Mochi flavour, and follows the traditional process without adding any excess ingredients. The sweet red bean paste, made from red beans and granulated white sugar, is distinctive with subtle sweetness and a beautiful lilac colour after being strained attentively. With its fluffy, gentle texture, slightly salted black bean grains are perfectly matched with mashed sweet red bean paste. The tall, hanging bell-shaped daifuku shape is only possible using the handmade technique by skilled confectioners. It is difficult to serve mochi with its soft stretchy character as it stays like this for just a few hours after being pounded; however this freshly made confection can be tasted at its best while enjoying watching the confectioners make them on site at the boutique.



Tsukuneimo, or Chinese yam, is one of the finest ingredients in Japanese confectionery for its rarity. "Saoshika" are steamed rectangular-shaped quality sweets made from this Tsukuneimo mixed with rice, glutinous rice flour and high-quality eggs. The dough is made of sweet Dainagon red bean paste mixed with sugared red beans reminding us of a fawn. The green-tea coloured lines at the top of the confection represent a refreshing breeze traveling through young maple leaves, as well as young, beautiful small bucks. This confection is made by hand individually, representing the Fujiya brand for more than 150 years since its establishment,

Saoshika

Yam,Dainagon Red beans,Nonglutinous rice,Glutinous rice flour,Eggs,Sugar,Macha

Saoshika honpo Fujiya

〒9770-8063 1-1-18, Minaminikenya-cho, Tokushima-shi,Tokushima
088-623-1118



Yokkaichi's famous confection "Nagamochi" has an anecdote related to a well-known warrior, Takatora Todo, saying "Eating a rice cake with the long-lasting fortunes of war, that is a good start". For their sweet red bean paste, Hokkaido-produced red beans are cooked to their original recipe, while rice cakes are carefully pounded using domestically produced glutinous rice. First, lightly mashed sweet red bean paste is wrapped with the rice cake, then it is rolled out and grilled on both sides to finish it: its sophisticated aromatic sweetness is impressive. Yokkaichi's speciality has been adored for its delicious flavour for a long time.

Naga mochi

Glutinous rice, Mashed bean paste

Nagamochi Sasaiya

〒 510-0081 5-13, Kitamachi, Yokkaichi-shi, Mie

059-351-8800



Kama mochi

Sugar, Red beans, Glutinous rice, Raw brown sugar (Moscovado),
Glucose syrup

Daikokuyakamamochi honpo

〒602-0803 25, Amidajimae-cho, 4, Imadegawa-agaru,
Teramachidori, Kamigyo-ku, Kyoto-shi, Kyoto
075-231-1495

"Kama mochi" was originally served to travellers in a teahouse at Kuramaguchi stop, alongside one of the seven highways between Kyoto and the countryside at the end of the Edo period until the beginning of the Meiji period. After the closure of this teahouse, these sweets were still talked about by people around the area. The founder noticed the good commentary and decided to reproduce them as "Kama mochi" in 1897 (Meiji 30). As the name suggests, it looks like "Kama" (a sickle in English), or bow-shaped. This shape signifies a prayer for a good harvest as well as an intention to collect good fortune. Using only plant-based ingredients without any additives, this simple confection offers the maximum flavour of the ingredients themselves.



Tanba kuromame daifuku

Glutinous rice, Dainagon Red beans, black soybean (Vigna unguiculata), Coarse sugar

Echigoturuya Omochiya

〒167-0054 3-38-20, Shoan, Suginami-ku, Tokyo
03-3335-0450

In this "Mamedaifuku", the mochi part wrapping around the sweet red bean paste is made with Niigata-produced Kogane glutinous rice. Echigo Tsuruya is passionate to enhance the authentic Mochi flavour, and follows the traditional process without adding any excess ingredients. The sweet red bean paste, made from red beans and granulated white sugar, is distinctive with subtle sweetness and a beautiful lilac colour after being strained attentively. With its fluffy, gentle texture, slightly salted black bean grains are perfectly matched with mashed sweet red bean paste. The tall, hanging bell-shaped daifuku shape is only possible using the handmade technique by skilled confectioners. It is difficult to serve mochi with its soft stretchy character as it stays like this for just a few hours after being pounded; however this freshly made confection can be tasted at its best while enjoying watching the confectioners make them on site at the boutique.



"Yumochi" is a Japanese confection of fluffy shiratama (rice flour dumpling) containing finely cut youkan jelly inside. It is distinctive with its extreme softness, as if we could just about hold it without breaking it. "Soft as a delicate skin after taking the Hakone hot springs" - the concept of this confection was so modern for 72 years ago at its birth. It is so delicious thanks to being handmade everyday by the confectioners. Everybody loves this Hakone speciality sweet.

Yumochi

Refined rice flour, Youkan (a azuki jelly made of red bean paste), agar and sugar, Agar-agar, Egg white

Chimoto

〒250-0311 690, Yumoto, Hakonemachi, Ashigarashimo-gun,
Kanagawa
0460-85-5632



Anpusankira

Wheat flour, Glutinous rice (domestic produce), Sugar, Red beans,
Wheat gluten

Using wheat gluten ("Fu" in Japanese), familiar in everyday meals in the Owari region since ancient times, this confectionery was created in 1973 (Showa 48) as a result of years of research by the 5th and 6th generation owners of Oguchiya. Raw wheat gluten is so vulnerable to temperature and humidity that it is prepared with the skills and intuitions of experienced craftsmen. Mashed sweet bean paste is made with an exclusive recipe for high-end tea ceremony confectionery: sugar is heated to be dissolved and added into the paste. Its name comes from "Anpu" (wheat gluten-wrapped sweet bean paste) together with salted "Sanki-ra" (catbrier leaves) written in auspicious Chinese letters, which are used to wrap the outside of the confectionery.

Kashi-dokoro Oguchiya

〒483-8235 67, Hoteichonaka, Konan-shi, Aichi
0120-00-9781



Shinroku Yamamoto, founder of Yamamotoya, worked at Chomeiji temple in Mukojima, Tokyo. At that time, they started to plant cherry trees as a flood control measure along the Sumida river, a place famous for its flowers. He created confectionery called Sakura mochi, wrapped in salt-preserved cherry leaves, and started to sell them in front of Chomeiji temple. This "Chomeiji Sakura Mochi" was the original of its sort from the Kanto region (north-eastern half of Japan including the Tokyo area).

Chomeiji sakura mochi

Red beans,Sugar,Wheat flour,Cherry leaves (pickled in salt)

Chomeijisakuramochi Yamamotoya

〒460-0002 1-5-31, Marunouchi, Naka-ku, Nagoya-shi, Aichi

052-231-3904



Keshi mochi

Red beans,Sugar,Wheat flour,Poppy seeds

Poppy seeds were imported from India via trading with Spain and Portugal around the 16th to 17th centuries. Back then they were also cultivated in the Sakai area, Osaka. "Keshi Mochi" is a rice cake wrapped around mashed sweet red bean paste with poppy seeds sprinkled on the outside. It is said to be one of Japan's traditional confectionery products, created during the tea ceremony culture founded by Sen no Rikyuu.

Kojimaya taihou

〒590-0955 1-1-23, Shukuin-cho higashi, Sakai-ku, Sakai-shi,

Osaka

072-232-0313



Fragrant monaka wafers are deep-fried individually by hand with the greatest attention. This confection has the characteristic form of an Ogura-an sweet red bean paste sandwiched by deep-fried monaka wafers. Its well-balanced flavour is achieved by a touch of salt sprinkled on the wafers.

Age monaka

Glutinous rice,Sesame oil,Salt,Red beans

Onkashitsukasa Nakazato

〒114-0015 1-6-11, Nakazato, Kita-ku, Tokyo

03-3823-2571



Rectangular, diamond-shaped, round or cylindrical...Monaka can be made in various shapes. At the time of Ozasa's establishment, many different possibilities were considered for them, but they finally decided to make their confection in a "Reishi" shape. "Reishi" is a type of mushroom and it is said to be known for its excellent properties to promote eternal youth and longevity, and for maintaining good health. The company wishes their customers a happy and healthy life eating this mushroom-shaped Monaka.

Monaka

Dainagon Red beans,Sugar,Agar-agar,Glucose syrup,Glutinous rice

Ozasa

〒180-0004 1-1-8,Kichijoji honcho,Musashino-shi,Tokyo

0422-22-7230



The Sankaku daruma monaka was developed with the inspiration of the local speciality folk toy of Agano (formerly Mizuhara cho), Niigata. The skins, decorated with amusing face expressions, are filled with refreshing shiso-flavoured sweet white bean paste. The red represents the mother, while the father is in blue: it is perceived as a symbol of happy marriage, and therefore used as a celebratory gift.

Sankakudaruma monaka

White kidney bean,Sugar,Shiso Leaf Powder ,Glucose syrup,Glutinous rice,Agar-agar

Mogamiya

〒959-2021 2-11-11, Chuo-cho, Agano-shi,Niigata
0250-62-2206



"Suzuno Monaka" is defined by its aromatic outer shells, baked attentively by hand with the glutinous Niigata-produced rice "Koganemochi". This bell-shaped, adorably small confection is filled with wholeheartedly-made, lightly mashed fluffy sweet red bean paste from Hokkaido-produced red beans. Carefully selected ingredients giving so much flavour are married with subtle sweetness. This perfect harmony is packed in a mouthful size to be enjoyed fully. It is one of the classic confections of the Suzukake household.

Suzuno monaka

Sugar (domestic produce), Red beans, Glutinous rice, Glucose syrup, Agar-agar

Suzukake

〒 812-0026 1F,12-20,kamikawabatamachi,Hakata-ku,Fukuoka-shi,
Fukuoka
092-291-0050



Ote manju

Rice from Bizen, Rice, Wheat flour, Sugar, Red beans

Ote manju ibeya

〒700-0831 8-2, Kyoubashi-cho, Kita-ku, Okayama-shi, Okayama

086-225-3836

Eikichi Ibeya founded Ibeya at Kyobashicho, the current shop location, in 1837 (Tenpo 8). Favoured by the lord of Bizen domain at that time, his sweets were always served at the tea ceremonies alongside Ibe yaki tea ware. It is said that "Ote mandu" is a sweet bun named after the shop location, near the main Ote-mon gate of Okayama castle, by the lord of the domain himself. The sweet bun dough is fermented after mixing amazake made from rice koji (using Bizen-produced rice), wheat flour and sugar. Mashed sweet red bean paste made with beans from Hokkaido is wrapped in thinly stretched dough, then steamed. The sweet is characterised by the generous amount of filling and the extremely thin outside layer that lets you see through it.



Usukawa manju

Red beans (domestic produce), Sugar, Wheat flour, Salt / Glycine,
Baking powder (contains trace of wheat)

Kashiwaya

〒963-8004 11-8, Nakamachi, Koriyama-shi, Fukushima
024-932-5580

Kashiwaya's first owner, Zenbei Motona, had a belief, "Just as sick people need medicine, healthy people need comfort": it brought him to create a manju bun with thinly layered dough filled with plenty of sweet red bean paste in Koriyama juku post town alongside the Oshu Kaido Road, in 1852 (Kaei 5). It was the birth of "Kashiwaya Usukawa Manju". Back in that era in the Tohoku region (northeast of Japan), it was so rare to find such confectionery with plenty of mashed sweet red bean paste wrapped in a fine outer layer that it became famous for tourists walking on the Oshu Kaido Road, and they even made detours specially to eat it.



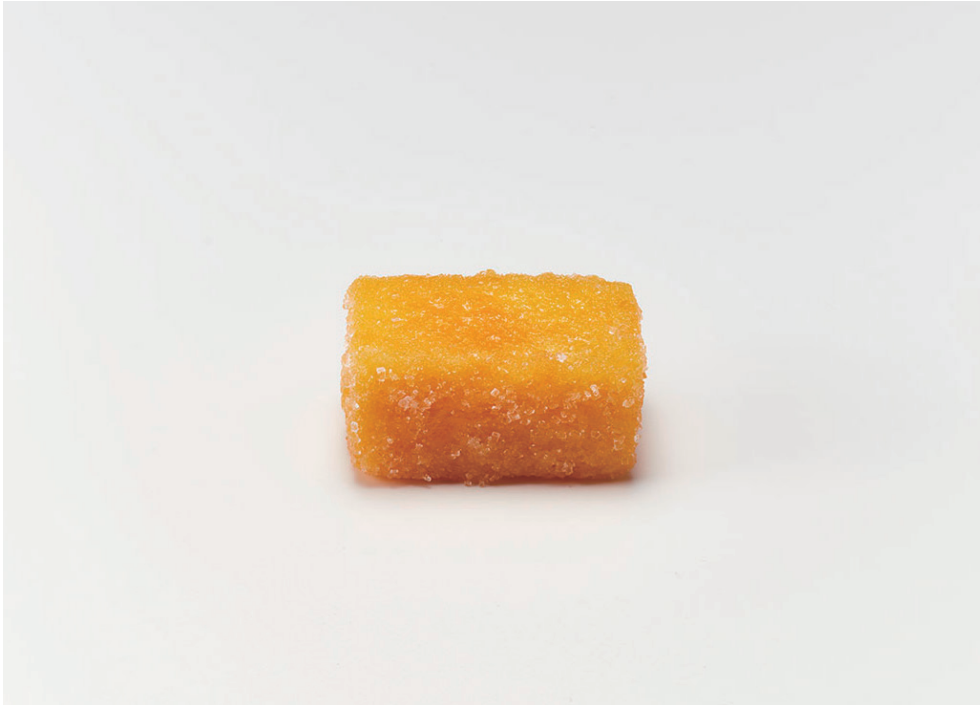
Awa manju

Millet, Glutinous rice, Smooth red bean paste

In 1818 (Bunwa 1), a large fire broke out in Yanaizu, Fukushima prefecture. It burned down the halls and towers of Fukuman Kokuzobosatsu Enzoji Temple, one of the three main Kokuzoson temples in Japan, as well as the village in front of the temple. The Buddhist priest at the time, working on the reconstruction, came up with the idea of offering sweet buns made with millet, widely produced in the region, to the temple, making a wish to never face the same situation again. These "Awa Manju" buns created by confectioners in the village became widely loved and consumed for superstitious reasons for good-luck and to avoid any calamity.

Koikekashiho

〒969-7201 206, Iwazakamachiko, Yanaizu, Yanaizumachi Oaza,
Kawanuma-gun, Fukushima
0241-42-2554



Casdoce

Wheat flour, Sugar, Eggs, Glucose syrup

It is said that "Casdoce" was brought by Portuguese missionaries to Hirado after 1550 (Temmon 19) when the very first Portuguese trade ship arrived. At the time, eggs and sugar were regarded as luxury ingredients and Tsutaya's Casdoce, that lavishly uses these ingredients, was called an "exclusive sweet" that was only eaten by the lord of Hirado himself. Since the Meiji era, Tsutaya has been supplying Casdoce as purveyor to the Japanese imperial household. This golden confectionery brings a full, rich sweetness to our taste buds.

Hiradotsutaya

〒 859-5153 935-5, Toishigawa-cho, Hirado-shi, Nagasaki

0950-23-2360



Buto manju

Red beans,Wheat flour,Eggs etc.

"Buto", a sacred offering of food at Kasuga Taisha shrine's annual festival, is a Chinese confectionery introduced in the Asuka-Nara period. With the permission of the shrine, "Buto Manju" was created in a modern style. Mashed sweet bean paste is wrapped in a dough, then deep-fried to crispiness. It is made wholeheartedly to achieve nutritious deliciousness to anyone's taste.

Manmandomichinori

〒 630-8217 34, Hashimoto-cho, Nara-shi, Nara

0742-22-2044



Kariman

Wheat flour, Raw brown sugar (Moscovado), Eggs, Rice syrup,
Strained sweet bean paste, Rapeseed oil

Korindo

〒320-0026 1F, 3-4-7, Babadori, Utsunomiya-shi, Tochigi
028-633-4946

Around 2007, while celebrating their 120th anniversary, Korindo fell into a financial crisis. "Kariman" was born when the current president then came up with the idea of developing new products. At first, they were deep frying perfectly-made, delicious manju buns. One day, they tried to fry some failed trial pieces and, despite being inedible due to its hard texture and poor taste without the additional frying process, this resulted in the birth of "Kariman". How they failed back then is now an important brand secret. After drying for a day, the steamed sweet buns are deep-fried at high temperature to achieve a crispy surface while the dough stays fluffy inside, filled with moist sweet red bean paste. The flavours of the ingredients come alive with this confectionery.



Taiyaki

Red beans,Wheat flour,Sugar,Salt,Glucose syrup,Baking powder

Taiyaki Wakaba

〒160-0011 1-10, Wakaba, Shinjuku-ku, Tokyo

03-3351-4396

Wakaba's "Taiyaki" came to be widely known for its deliciousness thanks to Tsuruo Ando, a theatre critic, who mentioned it in a series of articles called "Ajina mono" ("Tasty things" in Japanese) in the Yomiuri shinbun newspaper in 1953(Showa28). Its effect was so significant that some readers came to the shop to form a queue in front. One of the sentences read "Sincerity: a fully filled sweet red bean paste in a fish-shaped cake"; it has been made into a company motto since then and to this day for continuous Taiyaki making. The day the newspaper published the article about the 2nd generation owner is commemorated as the "establishment date of the house".



Since its foundation in 1948, this baked manju (sweet bun) is entirely made by hand, individually wrapping sweet red bean paste. Flour-based dough is baked to give a crunchy texture when freshly made, but after some time, this texture becomes moist. It is loved by many thanks to its beautiful colour with an excellent toasty aroma balanced with homemade mashed sweet red bean paste, and is skilfully finished to keep the paste moist inside the buns. The name of this confection came from a poem by lord Michizane Sugawara depicting spring plum flowers ("Ume" in Japanese) spreading their fragrance on the easterly wind ("Kochi" in Japanese).

Kochinoume

Red beans,Sugar,Wheat flour,Baking powder

Baien kashisho

〒 818-0117 2-6-16, Saifu, Dazaifu-shi, Fukuoka

092-922-4058



Yagumoogura

Sugar,Dainagon Red beans,Agar-agar,Glucose syrup,Wheat flour,Eggs,Honey,Baking powder

Fugetsudo

〒690-0843 97, Suetsuguhonmachi,Matsue-shi, Shimane
0852-21-3576

The 3rd generation owner of Fugetsudo happened to have a friendly relationship with Kanjiro Kawai, the famous ceramic artist, that gave him a desire to develop a simple confection for vessels made by Kawai, to taste sweets with good ingredients. "Yagumo Ogura" is a Japanese-style sweet; a sweet red bean paste sandwich with slices of castella cake. Its name came from the poem read by Susanoo-no-mikoto, recorded in the "Kojiki", with the word "Yagumo" (multiple layered cloud). The cake surface is decorated with a cloud-like pattern inspired from the ones seen in Izumo country, the region where this confectionery is based. The authentic red bean flavour and natural sweetness can be tasted in the confection.



Torayaki

Eggs, Wheat flour, Dainagon Red beans, Honey, Sugar

Gyokueidou

〒9103-0013 2-3-2, Ningyou-cho, Nihonbashi, Chuo-ku, Tokyo

03-3666-2625

"Toyayaki" ("Sweet red bean paste sandwich with a tiger motif") was developed when the current 23rd generation owner was born in the year of the tiger. His birth marked the 3rd consecutive generation born in the year of the tiger, that Chinese folklore says is a sign of the prosperity of descendants. Therefore, this confection was named "Torayaki", signifying "a family of tigers being pleased", instead of the common name for this type of sweet, "Dorayaki". The fluffy-textured pancakes, the sweet Dainagon red bean filling using 4-day cooked grains with no mashing: they define this confection where you can enjoy the company's proudly presented creation to the full.



Kobikicho Yoshiya's "Dorayaki" has 100 years of history since the foundation of the company in 1922 (Taisho 11). In their shop behind the Kabukiza theatre, Dorayaki production starts each morning. They are characterised by moist pancakes and subtly sweet bean paste using red beans from Tokachi, Hokkaido. Its half-moon shape, a folded round pancake, originated to make it a mouthful size so that Kabuki theatre actors could eat them even after putting their make-up on.

Dorayaki

Wheat flour, Sugar, Eggs, Red bean

Kobikicho Yoshiya

〒 104-0061 3-12-9, Ginza, Chuo-ku, Tokyo

03-3541-9405



"Dorayaki" are now made all over Japan and are said to be inspired by a percussion instrument called "Dora" ("Gong"). It is just a simple sweet red bean paste sandwich with baked pancakes, so it is quite difficult for bakeries to stand out with a certain character or individuality. Kameju's unique pancake recipe has simple ingredients only, such as flour, sugar and eggs, without adding any excess elements, and it is still mixed and baked by their confectioners. This gives a distinctive character to their Dorayaki that can't be found anywhere else.

Dorayaki

Wheat flour,Red beans,White kidney bean

Asakusa Kameju

〒 111-0034 2-18-11, Kaminarimon, Taito-ku, Tokyo

03-3841-2210



Dorayaki (mashed bean paste)

Wheat flour, Beet sugar ,Eggs,Honey,Biocarbonate soda,Red beans,Coarse sugar,Glutinous rice starch syrup

Kamezawado

〒 101-0051 1-12-1, Jinbo-cho, Kanda,Chiyoda-ku, Tokyo
03-3291-1055

In order to make the most delicious "Doyayaki", Kamezawado selects the best quality ingredients to achieve the best flavour and texture. The pancakes contain impalpable flour mixed with more eggs and honey than most recipes, so that they melt in the mouth. For the sweet red bean paste, they use the sugar with the biggest crystals on the market to integrate with the cooked red beans. Thanks to its finest purity, this type of crystal sugar enhances the red bean flavour to the maximum.



It seems that confectionery called "Dorayaki" has existed for a long time in a smaller format. Usagiya was the one who started to make it bigger, sandwiching lightly mashed sweet red bean paste with two pancakes, so that one would be enough to fill up one's stomach. The sweet red bean paste is carefully cooked to keep it fluffy, and the pancakes are baked to let air bubbles escape only from one side, to obtain their crispy texture and pleasant aroma; a special ratio of flour gives them a fine yet beautiful baked colour... All these characteristics define the company's own particular Dorayaki.

Dorayaki

Wheat flour, Sweet red bean paste, Honey, Glucose syrup,
Biocarbonate soda

Usagiya

〒110-0005 1-10-10, Ueno, Taito-ku, Tokyo
03-3831-6195



Dorayaki

Sweet red bean paste: Red beans, Sugar Pancakes: Eggs, Sugar, Wheat flour, Bicarbonate soda, Honey (for beautiful colours and tasty flavour)

Pancakes are a pleasant compliment to enhance sweet red bean paste's aroma and the texture of the grains: On a heated copper plate, they are turned over with a fine spatula just as the dough starts to become firm, and then, to keep their softness, the baking is stopped just a second or so later when the pancake inflates, as if it was breathing in. A dent on the edge of the pancakes is made by plucking them. During this simple process, the heat, the timing of the turning and plucking are all adjusted according to baking conditions.

Suzumeya

〒171-0022 2-18-5, Minamiikebukuro, Toshima-ku, Tokyo



UZURA Castella yaki

Wheat flour, Sugar, Eggs, Honey

Kibundo sohonten

〒111-0032 1-2-2, Asakusa, Taito-ku, Tokyo

03-3841-4401

Founded in 1890 (Meiji 23), Kibundo started as a manufacturer-distributor of "Kawara senbei" ("tile-shaped crackers"). In the early Showa period, they began producing small, fluffy ball-shaped sponge cakes called "Castella", easy to eat, even for small children. From its quail egg-like shape, it is named "Uzura (Quail) Castella Cake". It is beloved by various generations from kids to adults.



Momiji manju

Red beans,Caster sugar,Coarse sugar,Eggs,Wheat flour

By removing their skins completely and washing the red beans well, their mashed sweet paste, made to the traditional recipe, has a distinctive pale lilac colour well known in Miyajima Momiji Manju. Using coarse sugar gives it a mellow flavour with subtle sweetness. The sweet red bean paste is in its original maple shape, the same as its fluffy outer dough, so that each mouthful from any direction can be enjoyed with a well-balanced harmony between the two main elements.

Okinado

〒739-0411 1-10-7, Miyajimaguchi,Hakkaichi-shi, Hiroshima

0829-56-0007



Many sculptures and different architectures can be found in Nikko, where 2 shrines and 1 temple are on the world cultural heritage site list. "Nikko Ningyoyaki" started from an idea to associate a local speciality with the most famous works such as "Three wise monkeys", "Sleeping cat", and "Yomeimon gate". Studying sculpture himself, the confectioner and owner of Mishimaya was passionate to create these sweets in three-dimensional shapes. He manages all the processes from the mould-making to the baking of the cakes consistently. His cakes have a distinctive, mindful flavour and are made with carefully selected domestic produce.

Nikkou ningyo yaki

Smooth bean paste ,Wheat flour,Sugar,Honey,Sweet sake (for seasoning), Rice syrup ,Eggs

Nikko Ningyoyaki Mishimaya

〒321-1405 440, Ishiyamachi, Nikko-shi, Tochigi

0288-54-0488



Seven Gods of Good Fortune Ningyo yaki

Sugar,Wheat flour,Eggs,Red beans,Condensed milk,Honey,Sweet sake (for seasoning),Smooth bean paste

Agari youkan

〒103-0013 2-4-2, Ningyo-cho, Nihonbashi, Chuo-ku, Tokyo
03-3667-4818

There have been shrines for worshipping the seven gods of good fortune in Ningyocho, Tokyo, since the beginning of the Edo period. After moving into the Meiji period, many worshippers started to visit famous places such as Koami shrine (the most well-known spiritual spot in Japan), Suitengu shrine (deity of safe baby delivery, and dedicated to Benzaiten). The seven god-shaped "Ningyoyaki" cakes were born as a souvenir by Itakuraya's owner of the previous generation. With no additives, the simple, delicious flavours of the ingredients can be tasted to the full.



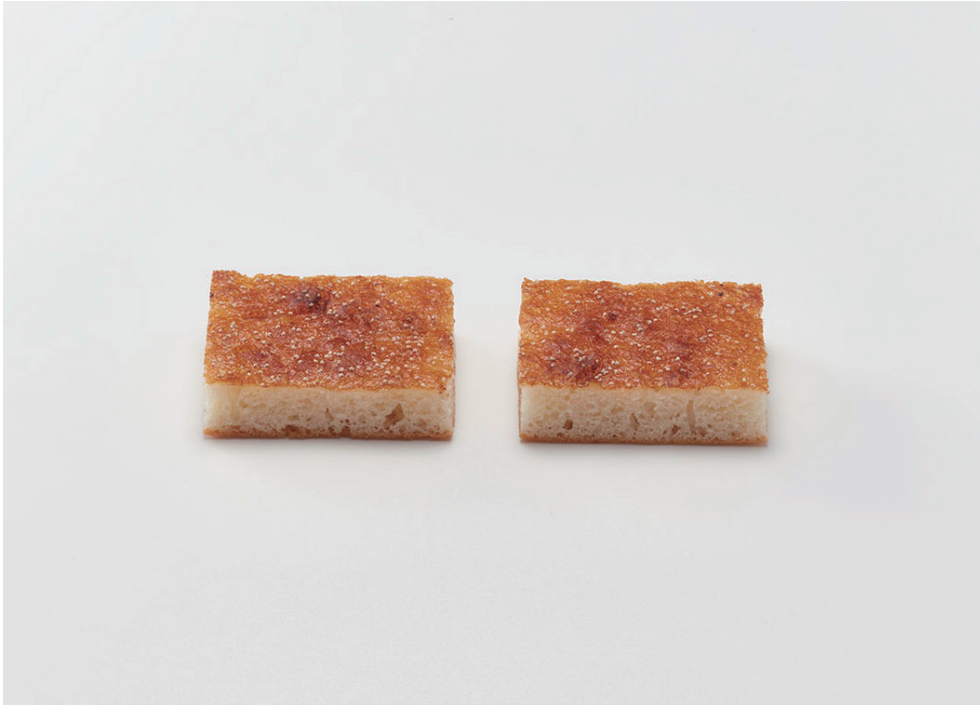
Getanha

Wheat flour,Raw brown sugar (Moscovado),Raw sugar,Liquid sugar,Eggs,Maltose,Biocarbonate soda,Caramel

Nankaido

〒 890-0008 4-13-15, Ishiki, Kagosima-shi, Kagoshima
099-229-2333

"Takenagashi" was made by Saburoemon Fukui, the 4th generation owner, in 1773 (Anei 2). Back then, the Oppu mine in Aomori prefecture was used for gold excavation. For gutters in the mine, young bamboo was used in which a dull gold colour was seen before being polished. This colour inspired the confectioner to develop this product. Because it was produced widely in the local villages of Meya and Iwaki, buckwheat flour is used as the main ingredient together with wheat flour and sugar. The technique of thinly rolling the dough with a single rolling pin by hand has been handed down orally through the generations exclusively between the eldest children. The product continues to be a purely handmade confection.



Matsukaze

Wheat flour,Sugar,Eggs,Cornstarch,Biocarbonate soda

The "Ishiyama Honganji War" continued for 11 years from 1570(Genki1) against the lord Nobunaga Oda. Jiuemon Haruchika Otsuka, of the 3rd generation, created "Matsukaze" and this was used instead of military provisions during this conflict. After the reconciliation with Nobunaga, it is said to have been named after a poem by Kenryo Shonin. Ever since, "Matsukaze", an "Ishiyamajo castle confinement-related confection", has been accepted as if it were a proof of visit of the Honganji temple for religious believers. Born with an important history and long adored by many: its simple flavour and appearance are still very much loved as one of the well-known confectioneries by Kameya Mutsu.

Kameyamutsu

〒9600-8227 158,Hishiyacho,Nishinakatsujidori Shichijo-
agaru,Simogyo-ku,kyoto-shi,Kyoto 075-371-1447



Marubolo

Wheat flour,Eggs,Sugar,Glucose syrup,Honey,Sweet sake
(forseasoning),Sesame seeds oil

Marubolo honpo Kitajima

〒840-0826 2-2-5, Shirayama, Saga-shi, Saga
0952-26-4161

This confection was imported from Portugal into the Saga area, which was famous for producing high quality wheat during the Age of Exploration period in the 16th century. It was said that the sweet was first created by families or relations to be kept for a long time as amulets wishing for safe voyages. The original ones were smaller and harder, but the recipe was upgraded by the Kitajima family's father and son, the 8th and 9th generations respectively: by adding eggs, blending different types of flour with different characteristics, brushing surfaces with sesame oil... As a result of much trial and error, soft yet crispy textured "Maruboro" was born. Even now, each piece is made individually by hand.



During the Edo period, "Awayuki Tofu" served at "Awayuki chaya tea house" in the Okazakijuku Inn along the Tokaido highway, was a popular sweet among passing travellers. In the Meiji period, when the tea house was about to close, then owner Toemon the third wanted to leave this name to later generations and this resulted in the creation of the famous confection "Awayuki" (meaning "light snow" in Japanese). A mellow texture, reminding us of light snow in Spring, is created by whipped fresh egg white mixed with sugar and agar to provide a subtle sweetness.

Awayuki

Coarse sugar,Eggs,Agar-agar

Bizenya

〒444-0038 2-17, Tenmadori, Okazaki-shi, Aichii

0120-234-232



This confection is made following a traditional recipe, handed down from generation to generation at Koriyama Maikaan Daikokuya. Mixed carefully and evenly by hand, the dough is steamed for a long time in wooden baskets only, to achieve perfection. It is known for its unique flavour created by a chewy texture harmonised with aromatic soy sauce and walnuts.

Kurumi yubeshi

Glutinous rice,Sugar,Walnut,Soy sauce,Glucose syrup

Koriyama meikaan Daikokuya

〒963-8004 14-8, Nakamachi, Koriyama-shi, Fukushima

0249-32-3517



Karukan

Yam, Rice, Sugar

Akashiya's "Karukan" was made as an order for the great lord Nariakira Shimazu at the end of the Edo period. It used to be called "lord's confection", as it was served at special ceremonial occasions, or as a gift for lords. Yam is so rich in good quality protein and various vitamins that it is known for its good value. Once the dough is steamed, it is removed from the mould to cool down and be cut into pieces. An unforgettable taste of home comes from the Yam's springy texture and its rich flavour.

Akashiya

〒 892-0828 4-16, Kinseicho, Kagoshima-shi, Kagoshima

099-226-0431



Nama sembei

Rice, Raw brown sugar (Muscovado), Caster sugar, Honey, Wheat flour, Salt

Sohonke Tanakaya

〒475-0866 1, Shimizukitamachi, Handa-shi, Aichi
0569-21-1594

"Nama senbei" is a flavourful half-baked confection with a chewy texture and subtle sweetness coming from raw brown sugar and honey.

This nostalgic-tasting sweet, a speciality from the Chita peninsula of Aichi prefecture, is said to be lord Ieyasu Tokugawa's favourite. Please enjoy "Nama senbei" as it is, although the word "nama" ("raw" in Japanese) might give you the impression that it will be edible only after further baking.



For more than 110 years since its foundation, "Jiman Kusamochi" has been made only with highly aromatic mugwort. Originally it was created and sold at a teahouse for travellers using the ferry boat to cross the Sumida river. The unique dipped centre was to make it easy to hold while walking and eating at the same time. If you pour some syrup in the centre and sprinkle on some kinako powder, it makes a perfect hand-held snack.

Jiman kusa mochi

Nonglutinous rice flour,Soybean,Sugar,Sugar

Jimankusamochi

〒131-0034 1-5-9, Tsutsumidori, Sumida-ku, Tokyo

03-3611-6831



Kuzu mochi

Wheat starch, Soybean flour, Brown sugar syrup

Funabashiya

〒136-0071 3-2-14, Kameido, Koto-ku, Tokyo

03-3681-2784

In 1805 (Bunka 2), Funabashiya was established in the Edo period by its founder, Kansuke. Thinking of opening a teahouse serving something sweet for shrine-goers to Kameido Tenjin Shrine like himself, he made "Kuzumochi", a glutinous cake made from starch, using locally produced high quality flour in Shimousa Funabashi, Chiba. This Kuzumochi is the only fermented Japanese traditional confectionery and its recipe has been handed down for 218 years: first, flour starch is fermented with lactic acid bacteria for 450 days, then it is steamed to finish the process. Best tasted in its natural and fresh condition, it is produced without any preservatives and so has a shelf life of only 2 days.



Kurumi mochi

Japanese persimmon(Hachiya-kaki),Agar-agar,White kidney beans

Sakai thrived as a licensed trade port with Ming (now China) during the mid-Muromachi period (1336–1573). This Kurumi mochi was originally a savoury tea snack created by the fifth-generation proprietor, Chubei Izumiya, by grinding imported agricultural products from Ming. It was named "Kurumi Mochi" because it traditionally accompanies rice cakes ("mochi"), carefully wrapping them up ("kurumi" in Japanese). When imported sugar from Luzon was added, it became the sweet confectionery we know today.

Kanbukuro

〒590-0964 1-2-1, Shinzaikecho-higashi, Sakai-ku, Sakai-shi, Osaka

072-233-1218



This confectionery originated during the Meiji era when its founder, a barber, served it as a tea snack. The name "Fuki-mame" derives from its powdery appearance, reminiscent of "Kofukiimo," a traditional potato dish with a powdery appearance. Made by simply boiling peeled beans, the process requires precise adjustments of heat and water. The result is a rustic treat characterised by the natural flavours of peas, sugar, and salt.

Fukimame

Green peas,Sugar,Salt

Mameya

〒990-0047 1-5-11, Hatagomachi, Yamagata-shi, Yamagata

023-623-0554



This confectionery is made using slices of whole, vibrant red Kogyoku apples, for which Aomori Prefecture proudly holds the top production spot. Its simple recipe, which involves simmering the apple with sugar and homemade syrup, highlights the natural appeal of the ingredients. The confectionery is known for its nostalgic taste, combining sweet apple and tart flavours. It is a seasonal treat, crafted from winter through early summer, in alignment with the annual apple harvest.

Hohobeni Dried Aomori apples

Apples

Jyoboshitakeuchi seitaisho

〒030-0802 5-1-20, Honchou, Aomori-shi. Aomori

017-734-1834



“Kankoro” is made from sliced, boiled and dried sweet potatoes. By drying it well in the winter sun and cold winds, it can be stored for a long time. Rehydrated in water and steamed together with glutinous rice to wrap it in a rich sweet potato aroma, it is then ready to be pounded with sugar. Once the dough has been pounded smoothly, the sweets are shaped and finished individually by hand.

Kankoro mochi

Sweet potatoes,Glutinous rice,Sugar,Salt

Kameya manju

〒850-0877 5-4, Tsukimachi, Nagasaki-shi, Nagasaki

095-822-5539



Kawagoe in Saitama Prefecture, has been a hub for sweet potato cultivation since the Edo period. Even in Edo (now Tokyo), "Kawagoe imo" was celebrated as a top-quality product. This confectionery uses the natural shape of these sweet potatoes, which are sliced and baked to a golden brown on a griddle. While the exact origins and creator remain unknown, historical records show that Imo sembei was included in the comfort bags for soldiers during the Russo-Japanese War.

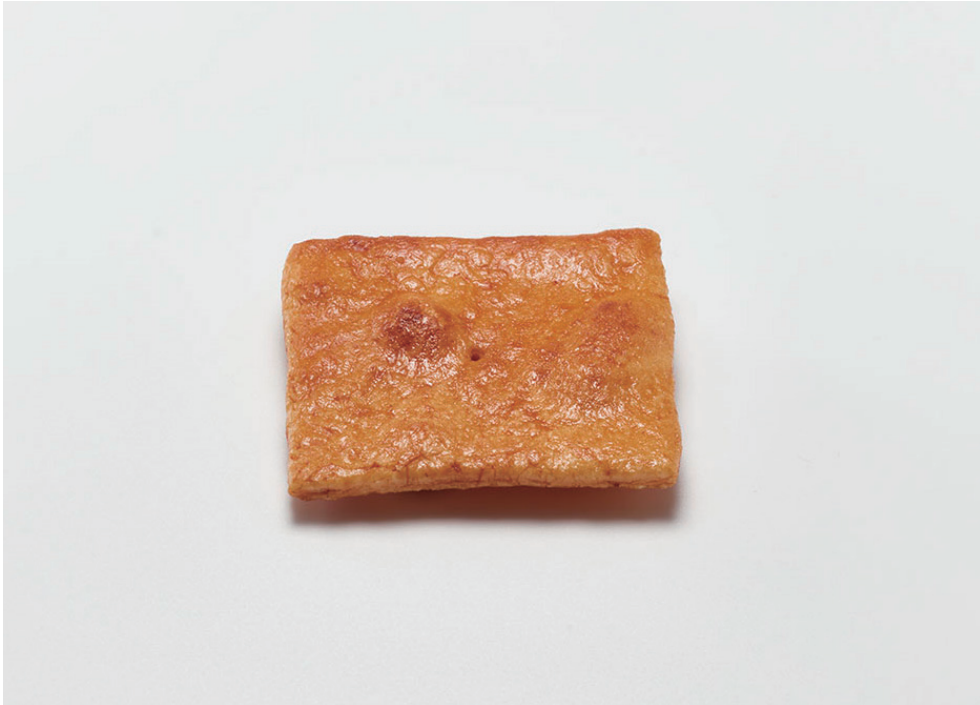
Imo sembei

Sweet potatoes,Caster sugar,Black sesame

Ryuseido

〒350-0055 3-17, Kubomachi, Kawagoe-shi, Saitama

049-224-6265



Shoyu sembei

Rice, Soy sauce

From the Edo to the Meiji period, Dangosaka, in the Bunkyo area of Tokyo, held exhibitions of chrysanthemum figures. For the big crowds there, the founder of Kikumi sembei started to sell their Shoyu Senbei crackers in a square shape, which was rare at that time. From the ancient Chinese view of the universe saying a circle signifies heaven while a square was for the earth, this confectioner put their wishes in the square shape so that their crackers would be loved and adored by those who live on earth. The ingredients include carefully selected domestically produced rice and soy sauce with 400 years of tradition. Crunchy aromatic senbei crackers have been baked for over a century by skilled confectioners who make careful adjustments to ever-changing temperatures and humidity every day.

Kikumi sembein sohonten

〒113-0022 3-37-16, Sendagi, Bunkyo-ku, Tokyo

03-3821-1215



It is said that "Souka Senbei" originates from a baked snack made from mashed left-over dumplings. Nowadays only a few people know that this cracker is made with non glutinous rice, so sometimes it has to be explained to each customer. Senbei crackers of Taguraya are distinctive with their crispy texture, being handmade individually with soft-textured rice. Its moderate crunchiness is suitable for many generations from small children to the elderly.

Sumibi yaki Souka senbei

Rice,Soy sauce,Amino acid

Soka sembei Taguraya

〒 340-0043 1-3-4, Soka, Soka-shi, Saitama

048-942-0403



Matoi Sembei

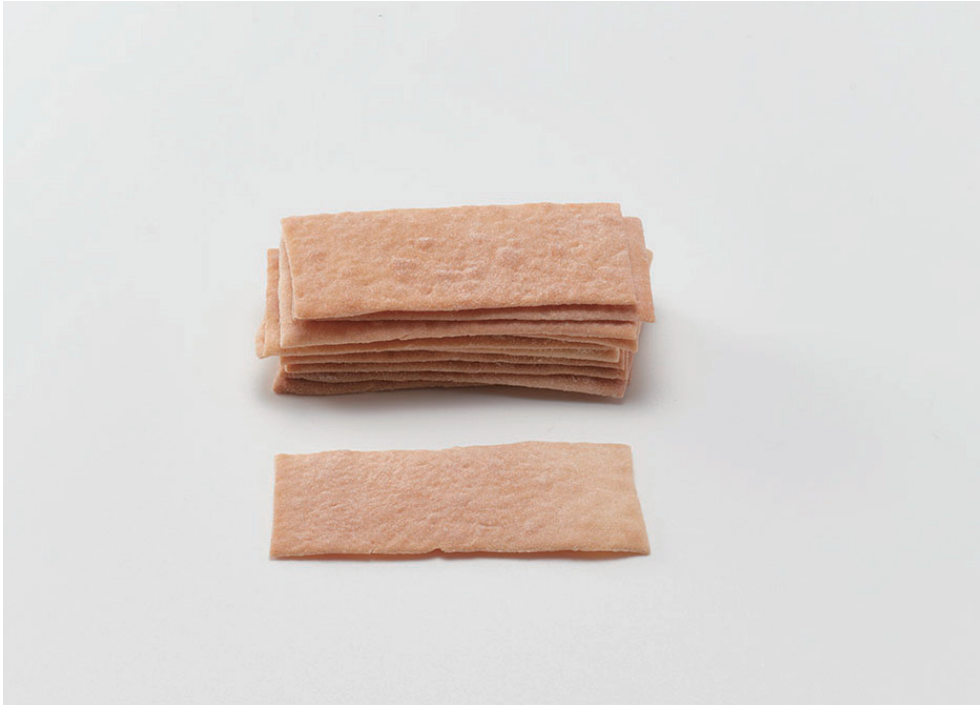
Rice, Soy sauce

The Teyaki senbei is baked on a charcoal grill one by one by the owner of the house himself. Made only with non glutinous rice, soy sauce and their secret sauce with no additives, it creates a distinctive simple flavour. The confectioners' skills are required to check each piece by hand before the baking process to control the size of the finished products, as this can vary depending on how stiff or dry the dough is.

Matoi Sembei

〒460-0002 1-5-31, Marunouchi, Naka-ku, Nagoya-shi, Aichi

052-231-3904



Takenagashi

Wheat flour, Sugar, Buckwheat flour

"Takenagashi" was made by Saburoemon Fukui, the 4th generation owner, in 1773 (Anei 2). Back then, the Oppu mine in Aomori prefecture was used for gold excavation. For gutters in the mine, young bamboo was used in which a dull gold colour was seen before being polished. This colour inspired the confectioner to develop this product. Because it was produced widely in the local villages of Meya and Iwaki, buckwheat flour is used as the main ingredient together with wheat flour and sugar. The technique of thinly rolling the dough with a single rolling pin by hand has been handed down orally through the generations exclusively between the eldest children. The product continues to be a purely handmade confection.

Osakaya

〒036-8203 20, Hon-cho, Hirosaki-shi, Aomori

0172-32-6191



The Japanese style cookie "Matsukaze" was born to mark the centenary of Horaiya's establishment. Its fresh flavour and light texture remind us of a fresh breeze traveling through pine trees. It is a sweet widely loved by various generations from young to old. Accompanying tea or coffee for a break, it also goes excellently together with ice cream.

Matsukaze

Wheat flour,Sugar,Maltose syrup,White miso,Poppy seeds

Horaiya honten

〒102-0074 2-4-15, Kudanminami, Chiyoda-ku, Tokyo

03-3261-4612



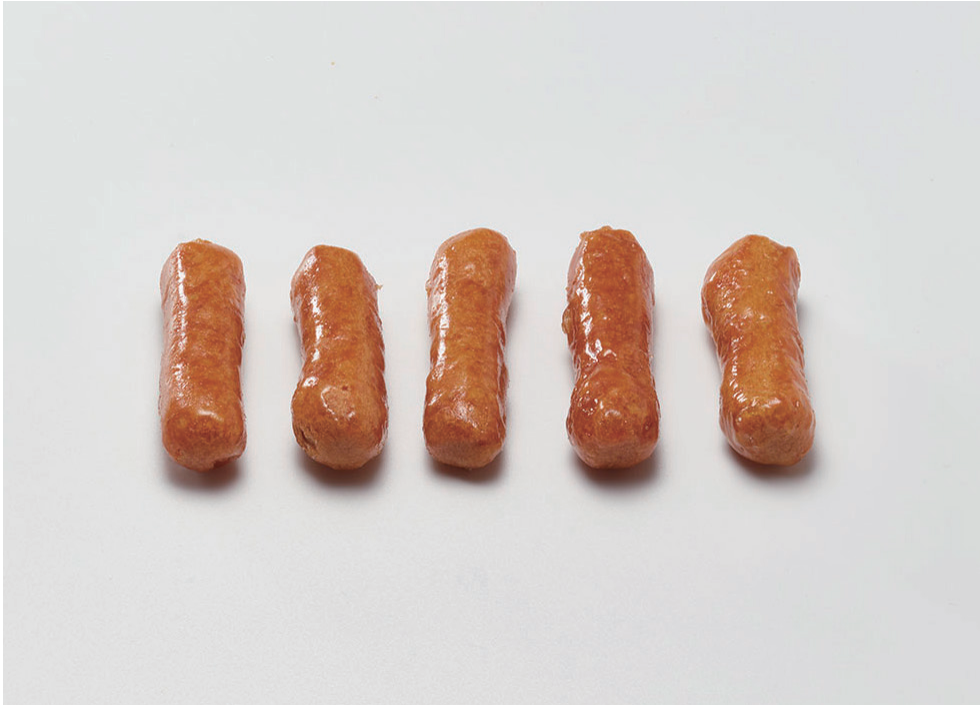
This senbei cracker represents Ginza Matsuzaki Senbei. "Bake them one by one attentively, and never cut corners"; adhering to this phrase, the crackers have always been finished with a beautiful surface from generation to generation, and so the drawings depicted on them look very attractive. Motifs of these colourful artworks can vary from season to season, so you can taste the confection with your eyes at the same time. This type of cracker is known as "Kawara senbei" ("roofing tile cracker") in general, whereas this one is named "Shami-do", as its form is similar to the body ("do" in Japanese) of a Japanese instrument, the "Shamisen".

Oedo Matsuzaki Shamido

Red beans,Wheat flour

MATSUZAKI SHOTEN

〒104-0061 4-13-8, Ginza, Chuo-ku, Tokyo 03-6264-6703



"Karinto" by Yushima Kagetsu is characterised by its shining, beautiful form. It was born out of a confectioner's mistake: he heated up the sugar for too long and it ended up having a thicker, candy-like texture. So he tried to use it as a coating to avoid wasting it all. The result was shiny Karinto, more beautiful than ever. Crunchy on the outside with a crispy inside, the unique texture is achieved by careful dough making, a triple frying process at three different temperatures, and by making syrup of the best texture... all is possible only by the confectioners' careful craftsmanship.

Karintou

Wheat flour,Caster sugar,Rice bran oil

Yushima kagetsu

〒113-0034 3-39-6, Yushima, Bunkyo-ku, Tokyo

03-3831-9762



Chinsukou

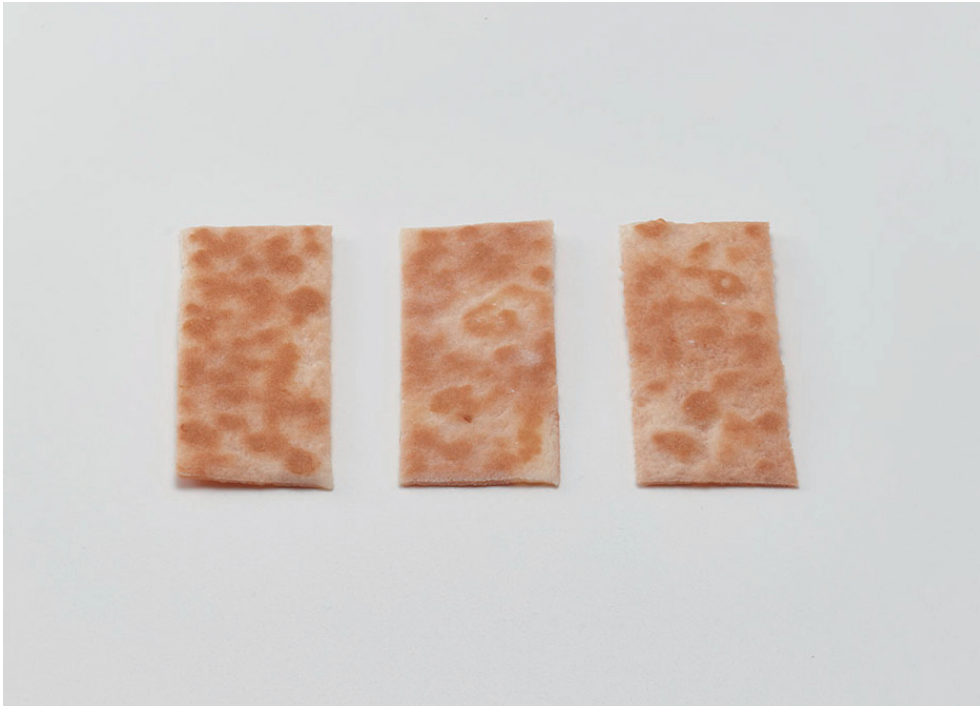
Wheat,Sugar,Lard,Baking powder

Arakakikami kashiten

〒903-0821 2-3, Shurigibocho, Naha-shi, Okinawa

098-886-3081

This Ryukyu confectionery is crafted using traditional handmade methods and domestic ingredients, honouring the words of its founder, Kami Aragaki: “Never change the original taste.” Although their sales outlet was lost due to the fire at Shuri Castle in 2019, the business has been sustained by the support of loyal customers and local residents. This traditional Okinawan sweet continues to be made with deep gratitude.



Karaita sembei

Wheat flour, Sugar, Salt, Eggs

Mizuta Gyokuundo

〒602-0895 394, Kamigoryomae-cho, Kamigyo-ku, Kyoto-shi, Kyoto

075-441-2605

"Karaita Senbei" has been made for more than 500 years. In the Heian period, it was used as an offering for god at "Goreikai", a ceremony held at Shinsen-en garden, to ward off the plague during an epidemic at that time. The Goreikai ceremony was abolished because of the Onin war (late 15th century), but ancestors of Mizuta Gyokuundo revived this confection following information in old books. Flour, sugar, salt and eggs are mixed, thinly rolled out, then baked on a copper plate before being cut into rectangular shapes. The hand-baking process gives it unique patterns not only for its decoration but for its texture. Depending on seasons, temperatures and humidity levels, it is made with a fine adjustment of the quantity of each ingredient, the water and baking temperature. Each day the confectioners face a challenge to bring out the best of the ingredients.



"Yamaoyaji" is a western-style senbei cracker made with carefully selected butter and milk. Its melt-in-the-mouth texture with a touch of crispiness is distinctive in this confection. Since it was born in 1930 (Showa 5), it has been one of the most adored sweets among the selection of Sapporo Senshuan for a long time. The name was inspired by a famous bear's nickname: he was known for walking around in the mountains in Hokkaido, as if he owned the area. The senbei is decorated with an illustration of the bear wearing skis and carrying salmon on his back.

Yamaoyaji

Sugar,Wheat flour,Eggs,Glutinous rice flour,Milk,Butter,Salt,Baking powder

Senjuan

〒060-0063 3-16-2,Minamisanjo-Nishi, Chuo-ku, Sapporo-shi, Hokkaido
011-205-0207



Kabura sembei

Wheat flour, Sugar, Eggs

Kaburasembei honpo

〒511-0074 15, Minamiteramachi, Kuwana-shi, Mie

0594-22-1394

In Kuwana, the painting "Kabura no zu (Turnip)" has been treasured since ancient times. It was painted by a master painter of the period, Buncho Tani, following an order from the founder of the Kuwana domain, Sadanobu Matsudaira (later called lord Rakuo Shirakawa), to encourage frugality and diligence. The first brand owner of Kabura Senbei wanted to leave this great learning to later generations, so "Kabura Senbei" was founded. He made and decorated each cracker by hand with the phrase "咬得菜根百事可做" ("Anything will be successful if you always lead the simplest life, like eating frugally, without being tempted by any external things") to send his message out. This egg-rich cracker is characterised with a subtle sweetness and melt-in-the-mouth texture.



One of Kagawa prefecture's specialities, and also an ingredient of Wasanbon, Shiroshitato sugar is used for this confection in a recipe unchanged for more than 150 years. Its unique shape is inspired by roofing tiles on Tamamojo castle in Takamatsu. After rolling the dough out and cutting it into the tile shape, the baking process takes about 20 minutes, with each piece being turned over 5 times. A crunchy-textured senbei cracker with the simple sweetness of Shiroshitato sugar.

Kawara sembei

Wheat flour,Caster sugar,Rice bran oil

Kutsuwado sohonten

〒760-0040 1-2, Kataharamachi, Takamatsu-shi, Kagawa

087-821-3231



In 1859 (Ansei 6), when the Edo period was coming to its final moments, the founder of Tanakaya, Masukichi Tanaka was trained in Osaka for making senbei crackers. Then an idea came to him to create miso flavoured Ogaki Senbei, and he opened his shop in the castle town of Ogaki. After more than 160 years, each individual senbei cracker, unique with its glossy finish, is still baked by the confectioners' hands. Its distinctive aroma comes from sweet, mellow, malted miso, made with 2.5 times more rice malt than soy beans. Harmonised with its crispy texture, there is a simple yet excellent flavour that we never get tired of in this simple confection.

Miso iri Ogaki sembei

Wheat flour,Sugar,Miso,Sesame seeds

Tanakaya sembei sohonke

〒503-0885 2-16, Honmachi, Ogaki-shi, Gifu

0584-78-3583



The relationship between "Nanbu senbei" and the confectioner originates from when Iwateya's founder Shiki Komatsu discovered a recipe during her apprenticeship. The sweet with sesame seeds especially has been made and adored for a long time, ever since the establishment of the firm. It contains about 1000 grains in one senbei cracker but is so simple and yet difficult to produce at the same time: it is said you can determine its flavour by how the dough is made and baked.

Obaachan Sesame

"Wheat flour,Sesame seeds,
Starch,Salt,Biocarbonate soda"

Nambu sembei no Iwateya

〒028-6103 41-1, Maeda, Ishikiridokoro, Ninohe-shi, Iwate
0195-23-6311



Shouga sembei (ginger crackers) have been a beloved traditional down-to-earth snack in the Tottori Sanin region for generations. These thin, crisp crackers feature a distinctive corrugated shape, with a sprinkle of white ginger syrup on the surface, reminiscent of snow settling on the wind-blown patterns of the Tottori sand dunes. Made with Nikko ginger from the Ketaka area in Tottori Prefecture, naturally matured in a 400-year-old ginger pit, this confectionery offers a simple yet refined taste. It is characterised by the gentle sweetness of the flour-based cracker paired with the aromatic ginger syrup.

Shouga sembei

Wheat flour,Sugar,Ginger,Eggs,Baking powder

Izumiya seika

〒680-0824 1-181, Gyotoku, Tottori-shi, Tottori

0857-22-3679



Tochinomi senbei

Wheat flour,Sugar,Eggs,Japanese horse chestnut (*Aesculus turbinata*),Biocarbonate soda

Tochinomi senbei Senjudo

〒509-2202 2557-4, Mori, Gero-shi, Gifu

0576-25-4562

Horse chestnuts have been eaten as an emergency food in winter in the Hida region, Gifu prefecture, where land wasn't suitable for farming because of the cold weather. In the new year families in the region look forward to eating Tochimochi sitting around the fire. The local speciality "Tochinomi senbei" is a simple yet tasty confection rooted in the local food culture of Hida, a mountainous country. To eat horse chestnuts, it takes a huge amount of effort to remove the scum by leaving them in wood ash; however, this technique is about to disappear now. To keep Hida's food culture alive, why don't we keep eating these sweets, made by the confectioners, to pass the tradition down to the next generation?



Chita beach (Aichi prefecture) has been known for its white sand and green pine trees. Pretty pine trees and beautiful sands sooth people's hearts. A pine-needle-like confectionery, "Matsukage" (meaning "Shade of pine trees")" was born in memory of this peaceful landscape of pines. It is characterised by a light, egg-rich taste. With its unchanged recipe since its creation in the Meiji era, each piece is made by hand, and carefully wrapped in Japanese Washi paper.

Matsukage

Wheat flour, Sugar, Eggs, Poppy seeds, Potate starch

Shokado kashiho

〒475-0887 103, Miyukimachi, Handa-shi, Aich

0569-21-0046



Takenagashi

Wheat flour, Sugar, Buckwheat flour

"Takenagashi" was made by Saburoemon Fukui, the 4th generation owner, in 1773 (Anei 2). Back then, the Oppu mine in Aomori prefecture was used for gold excavation. For gutters in the mine, young bamboo was used in which a dull gold colour was seen before being polished. This colour inspired the confectioner to develop this product. Because it was produced widely in the local villages of Meya and Iwaki, buckwheat flour is used as the main ingredient together with wheat flour and sugar. The technique of thinly rolling the dough with a single rolling pin by hand has been handed down orally through the generations exclusively between the eldest children. The product continues to be a purely handmade confection.

Osakaya

〒036-8203 20, Hon-cho, Hirosaki-shi, Aomori

0172-32-61914



Oike sembei

Red beans,Wheat flour

Kameyayoshinaga

〒604-8091 504, Shimohonnojimae-cho, Teramachidori-oike-sagaru, Nakagyo-ku, Kyoto-shi, Kyoto

075-231-7850

Several generations after the establishment of Kameya Yoshinaga in 1832 (Tenpo 3), "Oike senbei" was born. The dough, made from glutinous rice, is baked in uniform circle shapes. On one side it has a grilled hexagonal pattern like tortoise shell, while the other is brushed with specially made syrup, then dried sufficiently. A skilled confectioner's experience is required to adjust conditions like the dough's texture or the quantity of water, and to make them rise while baking, like rice cakes in the new year. Also, it isn't such an easy task to keep it crispy after the drying process. This is a confection widely adored by all generations from kids to the elderly, as an everyday snack or a gift on various occasions.



"Rikyu Fuyaki", a dry confectionery, was created for tea ceremonies. It was developed based on the confectionery "Funoyaki", used frequently at the master Rikyu's tea ceremonies, and found in documents related to this tea culture. Following advice from masters in the field, the size and shapes are varied intentionally to help keep its plain flavour. "Fuyaki" has carefully selected fine-grained wheat gluten, and the coating of brown sugar flavoured syrup is adjusted depending on temperature and humidity.

Rikyufuyaki

Sugar (domestic produce), Glucose syrup, Raw brown sugar (Moscovado), Wheat flour, Gluten (Wheat protein), Rice flour / Bicarbonate soda

Kasho Kikuya

〒107-0062 9F, 5-13-2, Minamiaoyama, Minato-ku, Tokyo
03-3400-3856



Awa okoshi

Glucose syrup, Nonglutinous rice, Sugar, Sesame seeds

An "Okoshi" is a confection made with steamed then dried rice or millet mixed with glucose syrup. The original "Awa Okoshi" was made from millet or pearl barley. However, the ingredients gradually changed to crushed rice to make "Awa Okoshi made from rice", as Osaka was the centre of the agricultural trade, nicknamed the "nation's kitchen", where high quality rice, glucose syrup and sugar were gathered from all over the country. The pronunciation of Okoshi coincides with the Japanese verb meaning "to establish" ourselves, our home, our country and "revitalise" good fortune. It became a speciality of Osaka as an auspicious confection.

Amidaikedaikoku

〒9550-0014 3-11-26, Kitahorie, Nishi-ku, Osaka-shi, Osaka

06-6538-2987



The sweet fish form of this cake came from the fish in Nagara river, Gifu prefecture, famous for Ukai (Cormorant) fishing. With egg yolk as the main ingredient, it is baked lightly yet beautifully, as if it were done just by the fishermen's bonfire. Each individual piece gives a different impression as they are all baked by hand side by side on an iron plate. The light texture is created by the hollow interior of the fish-shaped body as it inflates with the heat.

Kagari ayuyaki

Sugar,Egg yolk, Flour made from cooked glutinous rice,Rice flour

Naraya honten

〒950-8069 34, Hashimoto-cho, Nara-shi, Nara

058-262-0067



"Shogoin Yatsunashi" was created as a souvenir for visitors to the grave of Kengyo Yatsunashi in Konkai Komyoji temple, Kyoto. He was the great koto player (Japanese string instrument) and composer in the Edo period and his virtue has been commemorated for a long time. This dry confection, in a similar form to the exact instrument, has been made for over 300 years since the beginning of their trade in the Shogoin area.

Shogoin yatsunashi

Rice flour,Sugar,Cinnamon,Poppy seeds,Soybean flour

Shogoin Yatsunashi sohonten

〒606-8392 6, Shogoinanno-cho, Sakyo-ku, Kyoto-shi, Kyoto

075-752-1234



"Soba Houru" was developed to commemorate Yasubei Ueda, the ancient restorer of Kawamichiya, in the beginning of the Meiji period, when he traded buckwheat flour in the business. "Houru" is made with methods influenced by European confectionery, as was the name which originated from a Portuguese word. After numerous trials and errors, the current plum flower and bud shapes are used for its beautifully baked, well-balanced finish. Souhonke Kawamichiya, and exclusively with this "Soba Houru", preserves their unchanged flavour and history.

Soba houru

Buckwheat flour, Wheat flour, Sugar, Eggs

Sohonke Kawamichiya

〒604-8092 Gokomachi-nishi-iru, Aneyakojidori, Nakagyo-ku, Kyoto-shi, Kyoto

075-221-4907



Kempi

Red beans,Wheat flour

An ancestor of Nishikawaya, later the official confectioner of Tosa domain, created this confection for Kazutoyo Yamauchi, the first lord of Tosa, on the occasion of his entry to the domain. It was inspired by the somen noodle-making process. Lord Yamauchi gave his highest praise for this hard-baked dry confectionery. "Kenpi", written with two Chinese characters meaning dry and hard, gives a simple yet flavoursome taste at each mouthful. As in somen noodle making, it used to be necessary to use some oil to extract the dough easily. However, since the introduction of French-made tools it is no longer necessary to add any oil. Ever since this change, the flavours and aromas of the ingredients taste even better.

Nishigawaya Shinise

〒781-0806 -7-2, Chiyori-cho, Kochi-shi, Kochi

088-882-1734



Misuzu ame

Fruit Apples, peaches, Grapes, plums, Sanbokan sour orange
(Citrus sulcata ,Glucose syrup,Granulated sugar,Agar-agarr

Misuzuame honpo

〒386-0012 1-1-21, Chuo, Ueda-shi, Nagano
0268-23-2150

Shinshu's speciality confection, Misuzu Ame, is made from domestically produced fruits preserving their own flavour. In the late Meiji period, the 5th generation of the family started producing glucose syrup made from rice damaged by flooding near the Fukagawa river in Tokyo. This led to the birth of Misuzu Ame candy, made with Shinshu-produced fruits with added agar-agar and other ingredients. "Misuzu" is a decorative word specific to Shinano province, that evokes an old-fashioned yet beautiful ambience. Keeping its traditional recipe, the production processes involve precision and require the patience of skilled confectioners, for boiling down, cutting, and the wrapping in wafer paper... Misuzu Ame is a simple local confection, yet filled with plenty of fruit flavours.



Saiundo's Hiiryo has a 150-year legacy, rooted in Matsue's tea ceremony culture. These colourful, bite-sized kohakuto amber sweets are delicately crafted with natural colouring and fruit flavours. Their irregular shapes, hand-scooped piece by piece, offer a delightful mouthfeel and a rich aroma. By using traditional string agar instead of powdered agar, the confection achieves a distinctively crisp texture.

Hiiryo

Sugar, Glucose syrup, Agar-agar, Hibiscus, Butterfly pea, Gardenia

Saiundo

〒690-0064 124, Tenjinmachi, Matsue-shi, Shimane

0852-21-2727



Eitarou umeboshi ame

Sugar, Glucose syrup

Eitarou sohonpo

〒103-0027 1-2-5, Nihonbashi, Chuo-ku, Tokyo

03-3271-7785

"Aruheito Umeboshi-ame" was created out of an inventive idea from the desire of Eitaro's founder: he wanted to make "Aruheito", an expensive candy back in the Edo period, more affordable for common people. It is still made now carefully by hand in a cauldron. After being formed individually by the fingers of the confectioners, it looks like a sour "umeboshi" (pickled plum) with its wrinkly part, so it was named "Umeboshi Ame" by the pun-loving Edoite.



It was in 1914 (Taisho 3) when "Yunoka Hyoutan Ame" ("candy") was born as a souvenir of the Noboribetsu hotspring. The hyoutan (gourd) shape is perceived as auspicious, and familiar, as it coincides with the shape of Oyunuma pond in the area, from a birds-eye view. Once the production died out, however, the current owner of Daikokuya sought out the moulds and recipes that still existed then. The candy is made from caster sugar mixed with water in a copper pot, then directly heated to vaporise excess moisture. The confectioners spend much time and effort to continue its production following the traditional recipe.

Yunoka Hyoutan ame

Caster sugar,Glucose syrup,Black sesame seeds,White sesame seeds,Dried seaweed

Daikokuya mingaiten

〒059-0551 60, Noboribetsuonsen-cho, Noboribetsu-shi, Hokkaido
048-942-0403



Since their foundation in 1927 (Showa 2), Konjakuan continue making candy in the traditional way with their principle "It's only candy, though it is still important". To enhance their sense of locality, the ingredients include grilled salt from Banshu-Ako. A touch of salt in the sweet red bean soup (called "Zenzai" in Japanese) makes it sweeter; the candy has a little Banshu-Ako salt to enhance the deliciousness. Its natural flavour keeps it moreish with a light aftertaste, to be enjoyed throughout the year.

Banshuuakou Shio ame

Glucose syrup,Sugar,Salt

Konjyakuan

〒671-1641 567-1, Ibogawachohara,Tatsuno-shi, Hyogo

0791-72-2164



"Shimobashira" ("Ice needles") is a confection made individually by skilled confectioners only in winter. It cannot be made during the summer when humidity and temperatures are too high. It is brought to life by aeration and by stretching it over and over again. Its delicate texture in the mouth, feeling like real ice needles, makes it a true work of art in the form of candy.

Shimobashira

"Shimobashira" (Candy): Glucose syrup,
Sugar, Starch / Rakugan powder: Glutinous rice

Kokonoehonpo Tamazawa

〒982-0003 4-2-1, Koriyama, Taihaku-ku, Sendai-shi, Miyagi
022-246-3211



Bite it to enjoy it fully. Because "Kopeito" is a candy with a distinctive secret construction. With multi-layered sugar, just like the growth rings in trees, it has a crunchy texture when you bite into it. Starting crispy, the texture then changes to a lighter and lighter feel. Despite being a simple candy, it is this characteristically unique texture that differentiates Konpeito from any other candies.

Konpeito

Granulated sugar

Ebisudo seika

〒123-0844 2-3-15, Okino, Adachi-ku, Tokyo

03-3896-1850