

## The Origin of Shinkinedo

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The *Kine* in Shinkinedo refers to Usuki-gun in Oita prefecture, the first place the founder settled after coming home from World War II. The *Shin* (meaning new in Japanese) part of the name expresses a new motivation for a fresh approach to creating confectionery.

## Shinkinedo is a company which produces and sells confectionery

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We produce a wide range of products from Japanese to western confectionery. In addition to using specially selected ingredients such as chestnuts, we are dedicated to fusing Japanese and western traditions with our unique confectionery. We produce more than 200 kinds of confectionery. All our products are made in our main plant which is fully equipped with the latest sanitary facilities.

Nakatsugawa, where Shinkinedo is located, is an old post town which was used by daimyos (local governors) during their processions. The place is also known as the birth place of many painters and writers. Nakatsugawa, being situated in a basin, experiences wide temperature fluctuations and is a famous producer of quality chestnuts.

Our confectionery-making begins with the natural water that gushes out and flows down from the Ena mountain range. We take advantage of the fact that we are located in the center of Japan and deliver our confectionery across the nation.



■ Shinkinedo's original store, the place where we were founded.

## Corporate Philosophy

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Our goal is to become a company that flourishes along with our shareholders, clients, suppliers and employees through confectionery-making, so that we can deliver a sense of prosperity to all stakeholders.

Our Corporate Philosophy guides our company management in order to realize our vision. (See below)

Our Corporate Philosophy was articulated in 2009 based on the spirit and values passed down through the generations since our foundation.

The 7 values below are enshrined as the basis of Shinkinedo's corporate activities.

1. We aim to establish the Shinkinedo brand  
Placing priority on compliance with rules and regulations, we strive to establish the Shinkinedo brand by formulating and implementing strategies, through the words and actions of senior officials, and through the corporate culture developed by all full and part-time staff.
2. We comply with rules and regulations
  - (1) We produce safe confectionery.
  - (2) We pay utmost attention to the factory's production management.
  - (3) We comply with any other rules and regulations.
3. We adopt a "customer first" mindset in the production of our confectionery.
  - (1) We produce traditional and new, Japanese and western confectionery which embodies our brand.
  - (2) The culture, traditions, ingredients, and recipes of Japanese confectionery will be leveraged in all our creations.
4. We aim to become a confectionery-entertainment company
  - (1) We aim to become a confectionery-entertainment company with confectionery-making at its core.
  - (2) We aim to spread the culture and traditions of Japanese confectionery and the pleasure of making sweets using various techniques.
  - (3) We will deliver happiness through confectionery not only in Japan but also overseas with respect and consideration for each country's traditions.
5. We aim to be a company that contributes both to the region and to wider society
  - (1) We will raise the profile of Nakatsugawa, where Shinkinedo was established, both in Japan and overseas through our confectionery.
  - (2) We will promote collaboration and cooperation with the region.
  - (3) We will consider environmental issues.
6. We aim to be a company whose full and part-time staff are happy.
  - (1) All Shinkinedo staff will act in the interest of the company's development, clear in the belief that it will add to their own happiness.
  - (2) All staff will show mutual appreciation for each other.
  - (3) Everyone is encouraged to say, "good morning", "welcome", and "thank you".
  - (4) Everyone must try to smile.
  - (5) We aim to be an open company where everyone can honestly discuss issues affecting the development of the company.
7. We aim to be a company that can contribute to our shareholders, clients, suppliers, etc.
  - (1) We will become an outstanding company by ensuring we steadily implement the Corporate Philosophy.
  - (2) Through this implementation, we will contribute to our shareholders, clients, supplies, etc.

## President and Representative Director Kazuhisa Taguchi



Born in Nakatsugawa, on August 18, 1970. He trained for five years at Shiono, a long-established Japanese confectioner in Akasaka, Tokyo. He then studied western confectionery in New York and Paris. After returning to Japan, he became the third president and representative director of Shinkinedo in 2002. Currently, he is creating new sweets combining the "esprit" obtained in New York and Paris with the Shinkinedo traditions passed down since its foundation in 1948.

## Awarded the Monde Selection

His confectionery was granted the Silver Quality Award by Monde Selection, the international institute for quality selections, for three consecutive years.

Silver Award for *Kurikinton* in the 48th Monde Selection 2009

Silver Award for *Kurikinton* in the 49th Monde Selection 2010

Silver Award for *Wa Chocolat* in the 50th Monde Selection 2011

Silver Award for *Shibukawakuri-iri kurikinton* roll in the 51th Monde Selection 2012

Gold Award for *Superstar* roll in the 53rd Monde Selection 2014

Bronze Award for *Kurikinton* at 53rd Monde Selection 2014



## Commitment to making safe confectionery

### Commitment in the factory

Our main factory has been compliant with the hygiene standard HACCP since opening in June 2004. Management of production, packaging and shipment has been centralized on the factory premises. We are devoted to achieving an even higher level of hygiene control. Many of our clients include Japanese companies which are known to have strict quality standards.

### Establishment of a Compliance Promotion Committee

Under Shinkinedo's philosophy, there are two elements of quality. The first one is the quality of the company. The second is the product quality which is created through the company's operations. In order to achieve this at an even higher level, a Compliance Promotion Committee was established in April 2011. This Committee reviews and promotes a wide range of agendas such as the safe handling of personal information as well as product quality control.

**CORPORATE  
PROFILE****Company Profile**

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Company	Shinkinedo Group inc.
Head Office	1-15 Sendanbayashi, Nakatsugawa-City, Gifu pref, 509-9131, Japan
Establishment	September 1948
Paid-in capital	53 million yen
Representative	Representative Director and Chief Executive Officer Kazuhisa Taguchi
Business license	confectionery
T E L	0573-65-2809 (9:00-18:00)
F A X	0573-65-7624
U R L	<a href="http://www.shinkinedo.com">www.shinkinedo.com</a>



## A passion for confectionery-making

### An insatiable quest in pursuit of the best ingredients

#### Best selection of chestnuts

Our criteria for selecting chestnuts for use in our confectionery are as follows.

- 1 Safe chestnuts
- 2 High quality chestnuts
  - Rich in dietary fiber and firmness
  - Large size
  - High sugar content

Shinkinedo is committed to increasing the ratio of Japanese chestnuts. (Ratio of Japanese chestnuts of about 70%)

At the chestnut farms in Kumamoto and Ehime, where we procure our chestnuts, chestnut trees are planted on a well-drained steep hill, and therefore the trees have to work hard to absorb water. This raises the sugar content, and sweet and delicious chestnuts can be harvested.



#### A passion for water

We also have a passion for the water which brings out the maximum flavors in confectionery.

Making confectionery requires plenty of high quality water. Shinkinedo uses natural spring water from the Ena mountain range, taking full advantage of its location in Nakatsugawa. The water brings out the original taste of the ingredients because it contains very few impurities.

#### Other carefully selected quality ingredients

##### Adzuki beans



A crucial ingredient for Japanese confectionery which determines the quality of the bean paste. Shinkinedo only uses adzuki beans produced in Hokkaido which means a stable quality of taste, color, gloss, and texture is maintained.

##### White kidney beans



An expensive and precious ingredient for making white bean paste, these beans are very delicate and difficult to raise. Shinkinedo works to ensure good quality and quantity by consigning processing to designated suppliers only. Shinkinedo uses these scarce white kidney beans for the white bean paste in unbaked sweets, *yokan* and *monaka*.

##### Agar



Agar, an essential ingredient for making *yokan*, is a traditional Japanese food ingredient. We have been using agar produced by a traditional method utilizing the natural environment in designated plants in the Ina region, Nagano and the Ena region, Gifu.

##### "Wasanbon" sugar



A high class sugar with a delicate flavor and smooth melting texture which is produced by a traditional method mainly in Tokushima and Kagawa. Although this is one of the most scarce and precious ingredients, Shinkinedo uses "wasanbon" sugar produced in Tokushima to make *oshiruko*, *mizuyokan*, syrup for *kuzukiri* as well as dry higashi sweets, because of the distinct flavor it imparts.

## A passion for confectionery-making

Making western confectionery heavily influenced by the Japanese tradition



Western confectionery with the healthy ingredients found in Japanese confectionery



We use low-calorie, healthy Japanese ingredients (like "kudzu", agar, adzuki beans) for making western confectionery. These plant-derived ingredients are said to regulate the intestines.

We carefully steam bake our cheese cakes, despite the time and effort needed for creating a moist texture this way. (They are normally not steam baked.)

Our roll cakes' moist texture does not come from animal-derived ingredients, but comes from plant-derived Japanese ingredients. All the virtues of the Japanese confectionery tradition are integrated into making western confectionery.

SHINKINEDO  
WA-SWEETS

A flamboyant collaboration of old traditions in Japanese confectionery and fashionable western sweets.



SHINKINEDO  
WA-SWEETS

Product Name  
*Mochi Chocolat*

Western chocolate wrapped in Japanese mochi (rice cake).



SHINKINEDO  
WA-SWEETS

Product Name  
*Creme (chestnut) Daifuku*

Custard cream wrapped in mochi (rice cake).

## Sales Channels and Main Customers

Shinkinedo has many sales channels. Some of the main sales channels are as follows

### Events

- Large hub stations in Japan  
Sales at stations and commercial facilities operated by the East Japan Railway Company Group, Central Japan Railway Company Group, and West Japan Railway Company Stores & Event Group
- Complex facilities  
Sales in the basement food halls at Isetan group department stores, such as Isetan Shinjuku, Isetan Shanghai, JR Kyoto Isetan and Nagoya Mitsukoshi
- Airports  
Sales inside airports like Haneda Airport
- Expressway service areas  
Sales in commercial complex facilities mainly along the Tomei and Chuo Expressways

### Supply of Products to Corporate Customers

- Stations
- Overseas
- Luxury retail stores  
Supply of products to domestic luxury retail stores
- Expressways

### Internet sales and mail order

- Internet sales  
Sales through Rakuten, Yahoo Shopping, Amazon etc.
- Customer support  
Phone and FAX orders via Shinkinedo Support Center

### OEM / Collaboration Sales

We can recommend confectionery that will meet the requests of our clients. Please feel free to inquire.  
Corporate Sales Department Tel: 0573-65-2809  
(from 9:00 to 18:00) Contact person: Iwasaki