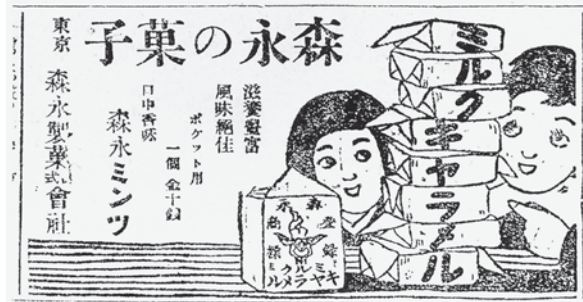




Morinaga's iconic tin of caramels came out in 1914, when meticulous wrapping — especially for sweets — was unheard of. The delicate wrappers added an extra spoonful of glamor to the sweet squares of caramel.



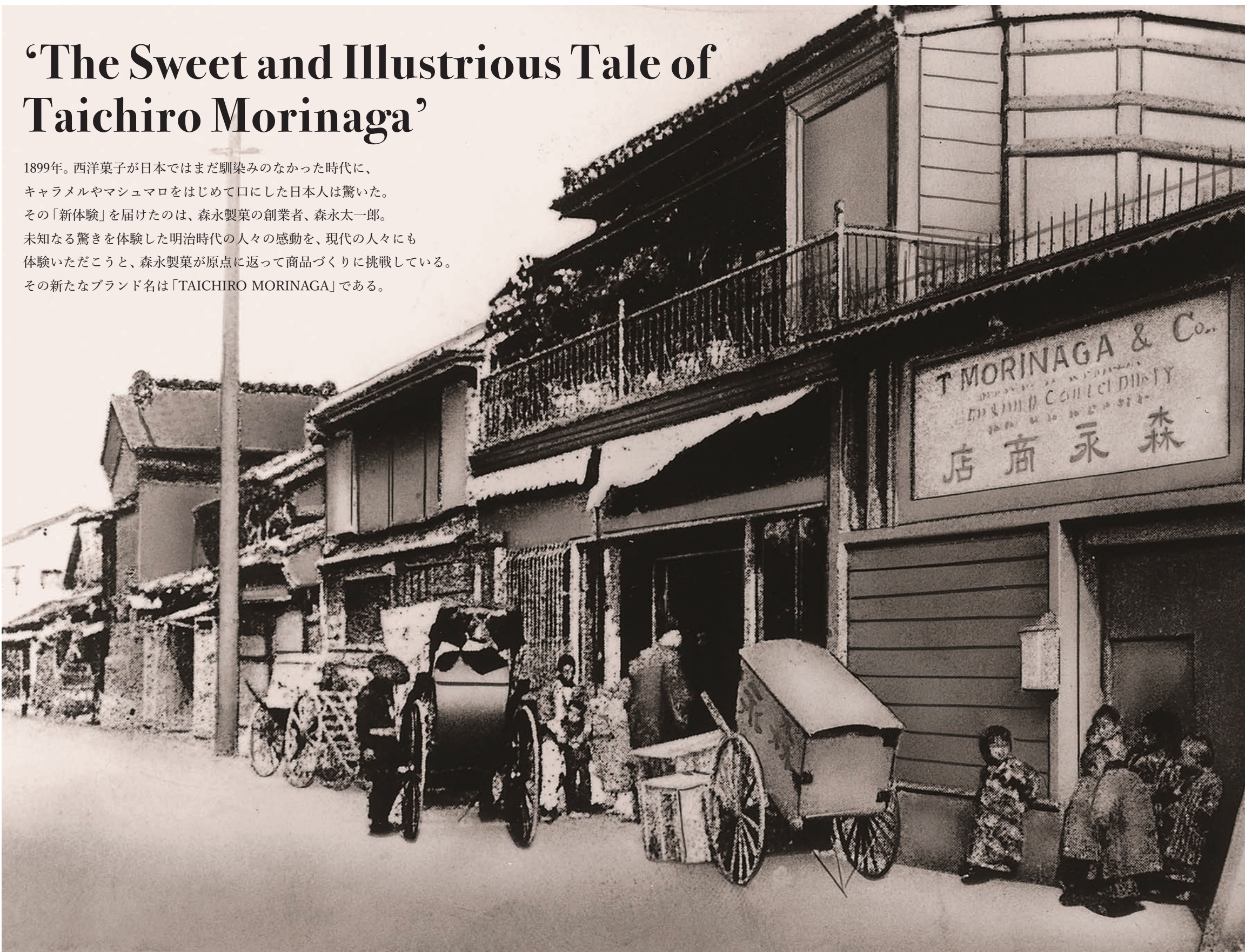
Newspaper ad: Morinaga's first newspaper advertisement for Milk Caramel appeared in 1914.



A photo of founding father Taichiro Morinaga in his 40s

# ‘The Sweet and Illustrious Tale of Taichiro Morinaga’

1899年。西洋菓子が日本ではまだ馴染みのなかった時代に、キャラメルやマシュマロをはじめて口にした日本人は驚いた。その「新体験」を届けたのは、森永製菓の創業者、森永太郎。未知なる驚きを体験した明治時代の人々の感動を、現代の人々にも体験いただこうと、森永製菓が原点に返って商品づくりに挑戦している。その新たなブランド名は「TAICHIRO MORINAGA」である。



Photos: Courtesy of Morinaga & Co., Ltd.

**1** Most everyone in Japan knows and loves Morinaga — a sweets manufacturer with a history of nearly 120 years and one of the most trusted names in the business. What they don't know is the story behind the founder, Taichiro Morinaga.

**2** Taichiro was a **ceramics merchant** when he went to the U.S. in 1888 on a sales trip. Things didn't go as smoothly as planned, and Taichiro **had all but** lost hope when one day, he had his first bite of a piece of caramel. Taichiro had never tasted anything so delicious. Then and there, he **swore** he would spread

the joy to his **fellow** Japanese.

**3** After **toiling** as an **apprentice** in the U.S. for 12 years, Taichiro returned to Japan. He opened a tiny factory in Akasaka, Tokyo, that measured about 6.5 sq. meters and in that tiny space proceeded to make genuine Western-style sweets. Thanks to his efforts, the Japanese got their first, delightful taste of **wonderments** like marshmallow and caramel. Taichiro's enterprise took off and the company expanded **by leaps and bounds**.

**4** In 1914, the year of the Tokyo Expo, Morinaga came out with a megahit product: the iconic, yellow

box of caramels. The **cardboard** boxes were light, portable and fit right into pockets. Each **chewy morsel** was individually wrapped and packed with sweet, milky flavor. At the Expo, they were sold as **souvenirs** and became an immediate **sensation**.

**5** To get to this point, however, was a long, uphill journey for Morinaga. The basic **ingredients** in Japan were completely different from those in the U.S., so **recipes** had to be adjusted. The humid Japanese climate was a **bane** on caramel manufacturing. Therefore the **meticulous** packaging to **offset**

these problems was, at first, too **costly**. One by one, Morinaga overcame these **obstacles** to become a **revered** and beloved **household** name.

**6** Now, Morinaga has decided to revisit the company's starting point and to honor the founding father by launching the Taichiro Morinaga brand. Like Taichiro, the company wishes to bring a whole new **sensory** experience to the Japanese. This is important in an age where most anything and everything can be bought online with a single click, and new taste **encounters** are hard to come by.

## 森永製菓、原点に立ち返る新たな商品づくり

**2** ceramics merchant 陶器商. had all but ~ほとんど~しかけていた. swore ~だと誓った. fellow 同じ。

**3** toiling 苦勞する. apprentice 修行の身. wonderments 素晴らしいもの. by ... bounds 飛躍的に。

**4** cardboard 厚紙の. chewy かみごたえのある. morsel 一口分. souvenirs お土産. sensation 大評判。  
**5** ingredients 材料. recipes レシピ. bane

苦しみの元. meticulous 細かい. offset ~を補う. costly 高額の. obstacles 障害. revered 崇拝される. household おなじみの。

**7** Morinaga has decided to call this new experience “okashi.” In Japanese, “okashi” means confectionery, but there's also a whole other range of meanings, like “beautiful,” “fabulous,” “interesting” and “attractive.” **Deploying** the skills and **dedication** honed over a century, Morinaga hopes to **embody** and redefine the “okashi” experience.

**8** To this end, Morinaga has relaunched the “Hi-CROWN” chocolate series. Hi-CROWN made its debut in 1964, the year of the first Tokyo Olympics. The Japanese confectionery market was boom-

ing, and there was a particular demand for chocolates. To **distinguish** themselves from their many rivals, Morinaga paid special attention to the Hi-CROWN packaging. The chocolates came in a highly stylish box, similar to a cigarette packet and **emblazoned with** the company seal. Hi-CROWN **came off as** chic, fashionable and **upscale**.

**9** The newly **incarnated** Hi-CROWN series come in a package **reminiscent of** a crayon box, and the chocolates themselves are beautifully wrapped and **color-coded** according to flavor. Try the

**6** sensory 感覚的な. encounters 出会い。  
**7** Deploying ~を使って. dedication 献身. honed 磨かれた. embody ~を具現化する。

**8** To this end それを達成させるために. distinguish ~を区別する. emblazoned with ~ ~がプリントされた. came off as ~ ~の印象を与えた. upscale 高級な。

green colored pistachio: an artistic blend of pistachio nuts, caramel paste and chocolate. It's a taste sensation unlike any other.

**10** Another product in the Taichiro Morinaga line is the “Caramel

Rusk” — a rusk baked from brioches rolls, and flavored with Morinaga milk caramel and plenty of butter. The taste is both nostalgic yet completely modern, the perfect **companion** to an autumn **outing**.

## TAICHIRO MORINAGA PRODUCT LINEUP

### Hi-CROWN series

This iconic chocolate series is celebrating its 54th birthday with a brand new package design and eight flavors (including the newly induced pistachio, caramelisee, and aromatic matcha). Perfect for bringing to a party, or as a lovingly chosen gift.

### Caramel Rusk

Baked from brioche rolls and packed with a milky, buttery caramel flavor, the Caramel Rusk boasts real artisanship. The first bite is crunchy, followed by a melt-in-your-mouth sensation that's hard to forget. Take it with you on your fall outing!

### Aeration Premier

This sweet is a masterful combination of aerated chocolate and a slightly bitter dark chocolate biscuit. The fragile chocolate mixture is so delicate it can't be handled at room temperature. However, it's baked to perfection with its soft, raw texture intact.

### SHOP INFO

NEWoMan 新宿 2F エキナカ  
大丸神戸店 地下1F  
その他 大型百貨店、JR構内売店にて  
催事販売

(商品説明部分) artisanship 職人技。Aeration「通気」「空気混入」の意。aerated ふんわりさせた。with ~ intact ~は損なわれず。texture 舌触り。[本文 - 580 words]