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、キャラメルやシュガーマフィンをはじめて導入した日本人は誰か。
その「謝罪状」を抱えたのは、森永製菓の創始者、森永太一郎。
未知なる菓子を体験した昭和時代の人々の感動を、現代の人々にも
体験したいと、森永製菓が軒先に進み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。

森永製菓、元々に立ち返る新たな商品づくり

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After falling 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 at that tiny space proceeded to make genuine Western-style sweets. Thanks to his efforts, the Japanese got their first, delightful 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.

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.

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.

To this end, Morinaga has re-launched the Hi-CROWN chocolate series. Hi-CROWN made its debut in 1964, the year of the first Tokyo Olympics. The Japanese confectionery market was booming, 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.

The newly incarnated Hi-CROWN series comes in a package reminiscent of a crayon box, and the chocolates themselves are beautifully wrapped and color-coded according to flavor. Try the green colored pistachio: an artistic blend of pistachio nuts, caramel paste and chocolate. It’s a taste sensation unlike any other.

Another product in the Taichiro Morinaga line is the “Caramel Rusk” — a rusk baked from brioche rolls, and flavored with Morinaga milk caramel and plenty of butter. The taste is both nostalgic and yet completely modern, the perfect companion to an autumn outing.

Caramel Rusk

Baked from brioche rolls and packed with a milky, buttery caramel flavor, the Caramel Rusk bears renewed excellence. The base is a rusk baked to perfection with a caramel mixture so delicate it can’t be handled at room temperature. Chocolate mixture is so delicate it can’t be handled at room temperature. The selected ingredients are carefully chosen to make this a deliciously chic, fashionable and upscale product.

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