



**Location** Yao city, Osaka

**Website** [https://yatte.me/en/stores/top/str\\_6635a97d695744ad943cd03da844/](https://yatte.me/en/stores/top/str_6635a97d695744ad943cd03da844/)

**Main products/services** We mainly make star-shaped sugar candies known as konpeitou in Japanese or processed sugar with being hard to consolidate for pharmaceutical companies.

**Purpose of overseas expansion** Market development

**Target customer group** Department stores or retail stores like confectionery shops or anime shops

**Overseas expansion destination** the USA, Hong Kong, Switzerland

**Country/Region of interest** Indonesia, Malaysia, Thailand, Vietnam, Portugal



### STRENGTHS/AREA OF EXPERTISE AND INITIATIVES RELATED TO SOCIAL CONTRIBUTION

Originally, konpeitou is a sugar candy that came from Portugal. Japanese konpeitou is lovely star-shaped and often appears in important scenes in anime or movies. We use high quality granulated sugar and take time to make our konpeitou carefully, so it has dignified horns and transparency, is refreshingly sweet, and has less of an unpleasant jarring sensation when you chew. We also develop a wide variety of products under the motto of unique and original product development and we have many rooted fans who only stock or buy our konpeitou.

Many people think konpeitou is just a lump of sugar, but since 2003, we have been operating a facility called the Konpeitou Museum, which provides information on the manufacturing process, history, and culture of konpeitou, and offers konpeitou workshop. The three shops in Yao city and Sakai city of Osaka, and Fukuoka have become popular tourist attractions, with approximately 15,000 visitors experiencing workshop for a fee.

Because it's difficult to pass on konpeitou skills and the production process takes about 10 days to 2 weeks and the room temperature in the factory reaches about 50 degrees in the summer, the image of konpeitou craftsmen tends to be that of older people, but we have been focusing on training young craftsmen from early on, and people in their 20s and 30s are working hard. The museum has also focused on internships for foreign students since 2018 and staffs from China and Mexico are currently serving our Japanese and overseas customers.

Since konpeitou is made of 98% granulated sugar, it is fattening, diabetic, and causes tooth decay, and many health-conscious people may avoid sweet foods, but with our original mascot character "Sugar Love-chan, the fairy of sugar," and our original cartoon "The Story of the Kingdom of Konpeito," we are trying to convey the wonder of sugar and konpeitou's. We are conveying the wonder of sugar and the infinite possibilities of konpeito sugar. Since konpeitou is made almost entirely of sugar, it has a shelf life of one year and can be stored at room temperature and is very easy to handle. It is a candy that can be used not only for eating, but also as an accessory or interior decoration, and can be used as food or seasoning in times of emergency or disaster. As part of the SDGs, the company has also succeeded in recycling waste konpeitou sugar by melting it into molasses and sending it to an industrial high school in Nagasaki, where it is melted into molasses and used to make a disinfectant with yeast.

