

Candy Toys, Confectionery, and Food

We are seeking expansion in our "food entertainment" business by making our confectionery and food products even more fun and delicious. With efforts centered on candy toys, we are taking on the challenge of generating new market opportunities by further reinforcing the character-based confectionery and food product categories.

A candy toy lineup with a great variety of characters

We offer a lineup of low-price, high added value products based on a great variety of characters. We develop products and highly detailed figures that can be played together with toys, as well as original products developed from confectionery sales counters.



KIRA KIRA☆PRECURE A LA MODE
Cutie Figures



Mini Pla series



LUMINARY TEARS
Luminary Tears Stick 3



Sound Rider Gashat series
SG Rider Gashat

Providing fun and delicious value through confectionery in character wrappings and shapes

We are developing the long-running confectionery products that can express the worldview of our characters. We have also been working on developing confectionery with cards and original confectionery, and are striving to win new customers.



DORAEMON
Chocolate Wafer



Kamen Rider Gummy



Shinra Bansho Chocolate series



Moai,
the Chocolate Island

Expanding food categories to create new markets

We are promoting a diverse range of food products with character design and packaging, including the character decoration cake CHARADECO, as well as ordinary foods such as bread, ice cream, and Japanese confectionery. In these ways, we are aggressively tackling the challenge of developing new markets.



Charadeco series



Character Bread series



Tabemasu