

Candy Toys, Confectionery and Food

We are seeking expansion in its "food entertainment" business by pursuing more fun and flavor in its confectionery and food products. With efforts centered on candy toys (toys provided with food), we are taking on the challenge of generating new markets by further reinforcing the character-based confectionery and food product categories.

A candy toy lineup with a rich cast of characters

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



Odekake Fuwafuwa Mofurun



KAMEN RIDER GHOST SG Ghost Icon



LUMINARY TEARS Luminary Tears Stick

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

We are developing the long-running confectionery products that can express the world of our characters. We have also been working on product development targeting women, and striving to win new customers by collaborating with other companies.



DORAEMON Chocolate Wafer



DOBUTSU SENTAI JYUGER Jyuger Chocolate



Jibanyan Chocolate Bar



SUCRE CARACTERE series

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 familiar foods such as bread, ice cream, cereal, and Japanese confectionery. In these ways, we are aggressively tackling the challenge of developing new markets.



CHARADECO series



CHARACTER CEREAL series



CHARACTER BREAD series



TABEMASU