

made
with
nature.



made with nature

A sea that touches mountains.

A land transformed by human hands.

Abundant water, pristine air.

Biting cold, deep snow.

Food-making in Hokkaido is a craft that works with nature to harness its bounty.

Agriculture, dairy farming, and fisheries, and the responsibilities and vision associated with each.

Here, we introduce the history and current state of these industries.

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About “Hokkaido, Japan”

Hokkaido: Japan’s Food Basket Grand Scale and Pristine Nature



Located at the northernmost tip of the country, Hokkaido is a vast island comprising roughly 22% of Japan’s landmass. With its cool, low-humidity climate and sweeping plains, the agricultural landscape bears a closer resemblance to North America or Northern Europe than to the rest of Japan. This unique setting makes it the only region in the country capable of supporting large-scale mechanized farming.

Of particular note are the deep snows and freezing temperatures of winter. This harsh climate acts as a natural form of sterilization, suppressing pests and disease and allowing for clean cultivation with minimal pesticide use. Furthermore, while Japan’s national food self-sufficiency rate remains low, Hokkaido alone boasts a staggering rate of approximately 200% on a calorie basis, truly fulfilling its role as the nation’s pantry. The region’s abundant water, clear air, and dramatic temperature shifts between day and night enhance sugar content and concentrate natural umami. The exceptional quality of Hokkaido produce is directly rooted in this rigorous natural environment.

畑作

Field Crops



Hokkaido dominates domestic production of wheat, soybeans, potatoes, and onions.

The region's potatoes and onions are particularly notable; the sharp temperature difference between day and night boosts their starch and sugar levels, resulting in a flavor profile acclaimed worldwide. Premium vegetables such as sweet corn and asparagus have also gained popularity overseas for their intense sweetness.

酪農

Dairy Farming



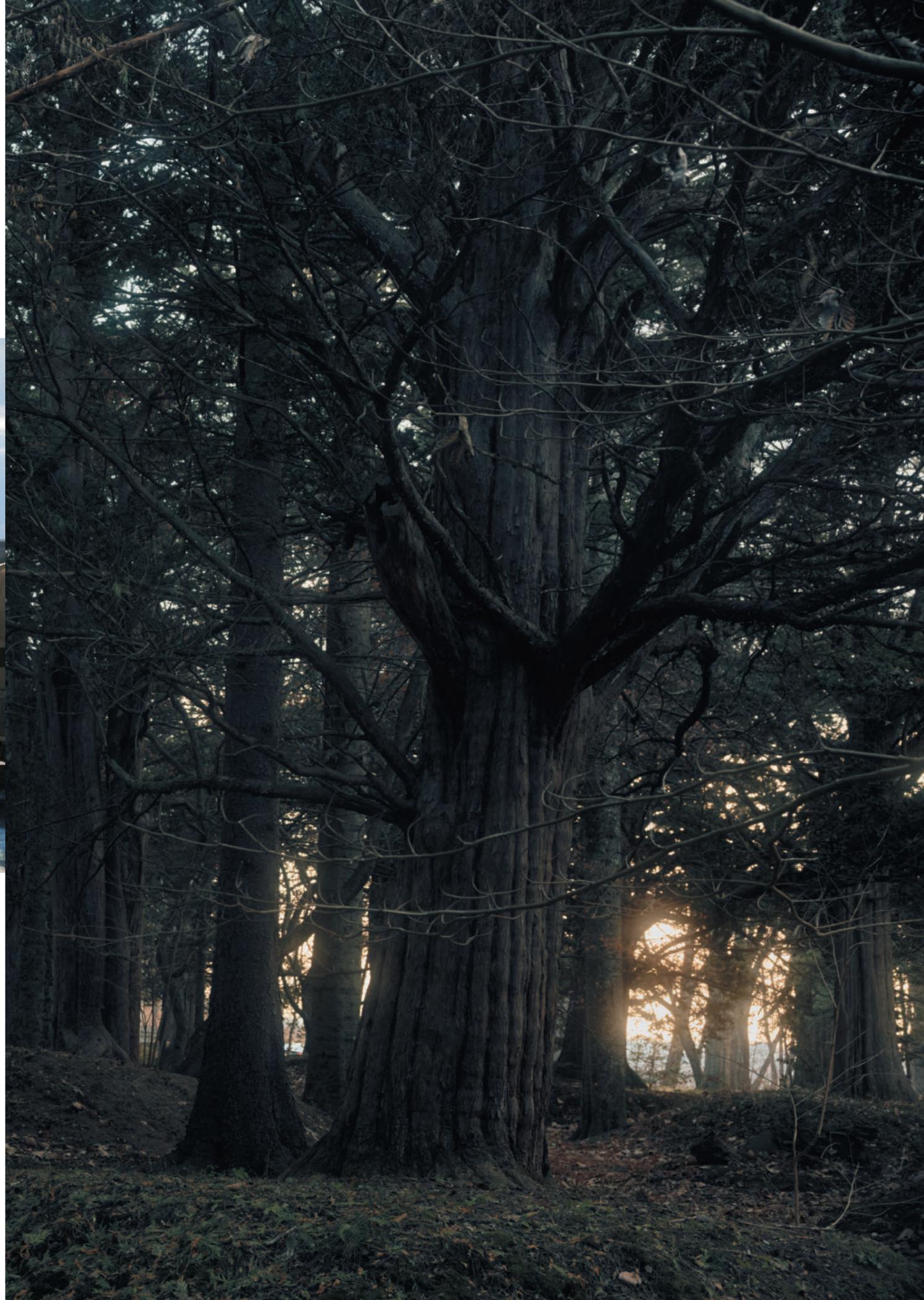
Hokkaido produces over half of Japan's raw milk. For dairy cows, which are naturally sensitive to heat, the cool climate is a paradise. Cows raised in this stress-free environment yield high-quality milk, which is then crafted into premium cheese, butter, and cream. These products have earned a stellar reputation as the "Hokkaido Brand" in luxury markets throughout Hong Kong and Asia.

漁業

Fisheries



Surrounded by three nutrient-rich seas, including the Sea of Okhotsk and the Pacific Ocean, the island is a marine powerhouse. Scallops are a standout export, prized for their large size and rich sweetness, with shipments to North America and Australia surging in recent years. The region is a treasure trove of seafood sought by chefs globally, offering everything from succulent salmon and crab raised in cold waters to the finest kelp, which forms the foundation of the dashi stock essential to Japanese cuisine.





made from

the fields.

Tsukisamu Anpan: A 120-Year Legacy Paving the Way to the Future

A humble yet powerful identity etched into the history of Hokkaido

On the street corners of Sapporo, there is a sweet treat that has been cherished for 120 years, spanning from the Meiji era to the present Reiwa era. Produced by HONMA it is called *Tsukisamu Anpan* (bread filled with bean paste). The treat's story dates back to 1906, when the pioneering development of Hokkaido was just getting underway.

Company | HONMA
Founded | 1906
Website | <https://www.e-honma.co.jp/>

Pioneer Energy Born at the Garrison

The roots of Tsukisamu Anpan lie in the former garrison of the Imperial Japanese Army's 25th Infantry Regiment, which was once stationed in this area. It began when the regiment commander and a confectioner from Sendai teamed up to create a new sweet unique to Hokkaido. Modeling their creation after the "Sakura Anpan" popular in Ginza at the time, they arrived at the final recipe only after a process of trial and error.

In those days, production was done entirely by hand, and a single shop could not meet the daily demand of thousands of soldiers. Consequently, multiple bakeries cooperated to preserve and nurture this flavor. Today, the baton has been passed to the fifth generation, Mr. Honma. Yet, the company continues to rely on simple ingredients harvested from the vast lands of Hokkaido, including sugar, wheat, and adzuki beans. This unwavering commitment, unchanged since the founding, forms the pure heart of the brand's identity.

Preservation Wisdom Opens Doors to the World

One reason Tsukisamu Anpan has remained a bestseller for over a century is *its incredible shelf life*. In an era before refrigeration or freezing technology, and with undeveloped logistics, maintaining freshness was a critical challenge. Earlier artisans established a unique production method by adjusting the starch syrup formulation and baking the buns thoroughly at high temperatures to ensure they would last.

"The wisdom of the past has now become our greatest asset in the new arena of overseas exports," Mr. Honma explains. By combining traditional methods with the latest packaging technology, the company has achieved a shelf life of 360 days at room temperature. This ability to be stored for long periods without refrigeration is a crucial factor in international business negotiations. Backed by the global boom in Japanese confectionery and rising health consciousness, expansion into Asian and Western markets is accelerating.





Discovering New Value in Health Consciousness

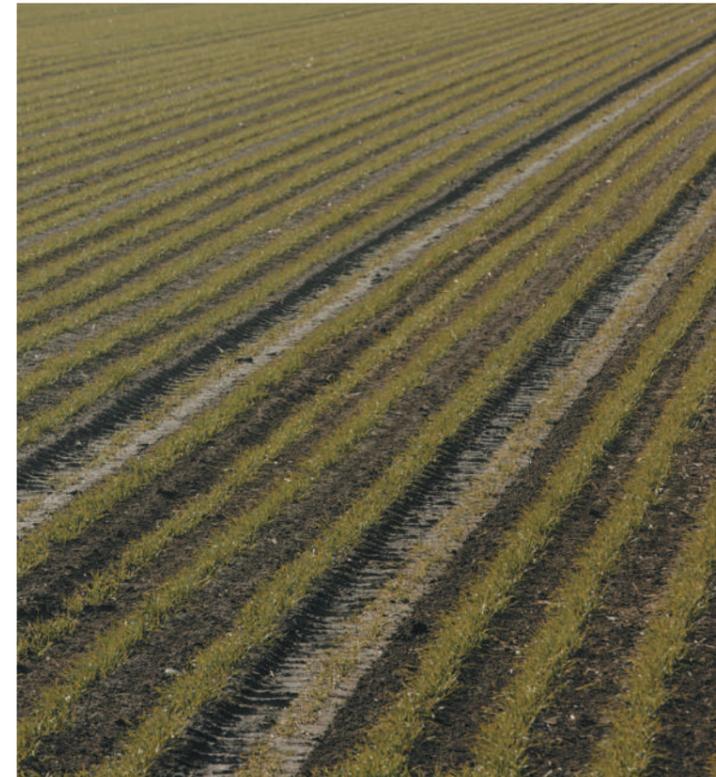
Interestingly, the very production methods that have remained unchanged for 120 years are now finding new appreciation among modern consumers. Recently, demand has surged for the buns as *athlete recovery food* or *healthy snacking options* because they are low in fat, rich in adzuki-derived polyphenols, and provide long-lasting energy.

“We haven’t changed the taste, but the way customers perceive it has shifted,” notes Mr. Honma. Once considered the quintessential “sweet treat,” Tsukisamu Anpan is now being reevaluated as *a simple, safe energy source*. This universal simplicity allows it to resonate with people across all generations and borders, even in a modern world where trends shift rapidly.

From “Nostalgia” to Everyday Joy

Mr. Honma faces a dilemma: locals often tell him the product is “nostalgic.” To him, this implies the product lives in memories of the past. “I want to hear people say it is nostalgic less often, and instead hear that it is something they eat all the time.”

To achieve this, the company is refreshing its package designs and refining promotional strategies to present a new image of Tsukisamu Anpan to younger generations and overseas customers who have no preconceived notions. Carrying the pride of walking alongside Hokkaido’s history, HONMA remains true to the integrity of its ingredients while delivering unchanging peace of mind and small joys to dining tables around the world. The 120-year tradition is now being woven into a new story for the global stage.





The Spirit of Hokkaido in Every Bowl

From Discarded Harvests
to World-Class Cream Soup

Monbetsu, Hokkaido. On this fertile land facing the Sea of Okhotsk, a precious resource was *being cast aside* year after year. The story of Hokkaido Dining Kitchen began with a mission to shine a light on this untapped abundance.

Company | Hokkaido Dining Kitchen
Founded | 2009
Website | <https://hokkaido-dk.com/>



Partnering with Farmers to Reduce Waste

Originally a family business selling seafood bento boxes, the company shifted gears under its second-generation leadership to *focus on agricultural processing rooted firmly in the local soil*. The catalyst was a visit to local farmers in Monbetsu, where the owner witnessed an overwhelming amount of perfectly good vegetables being thrown away.

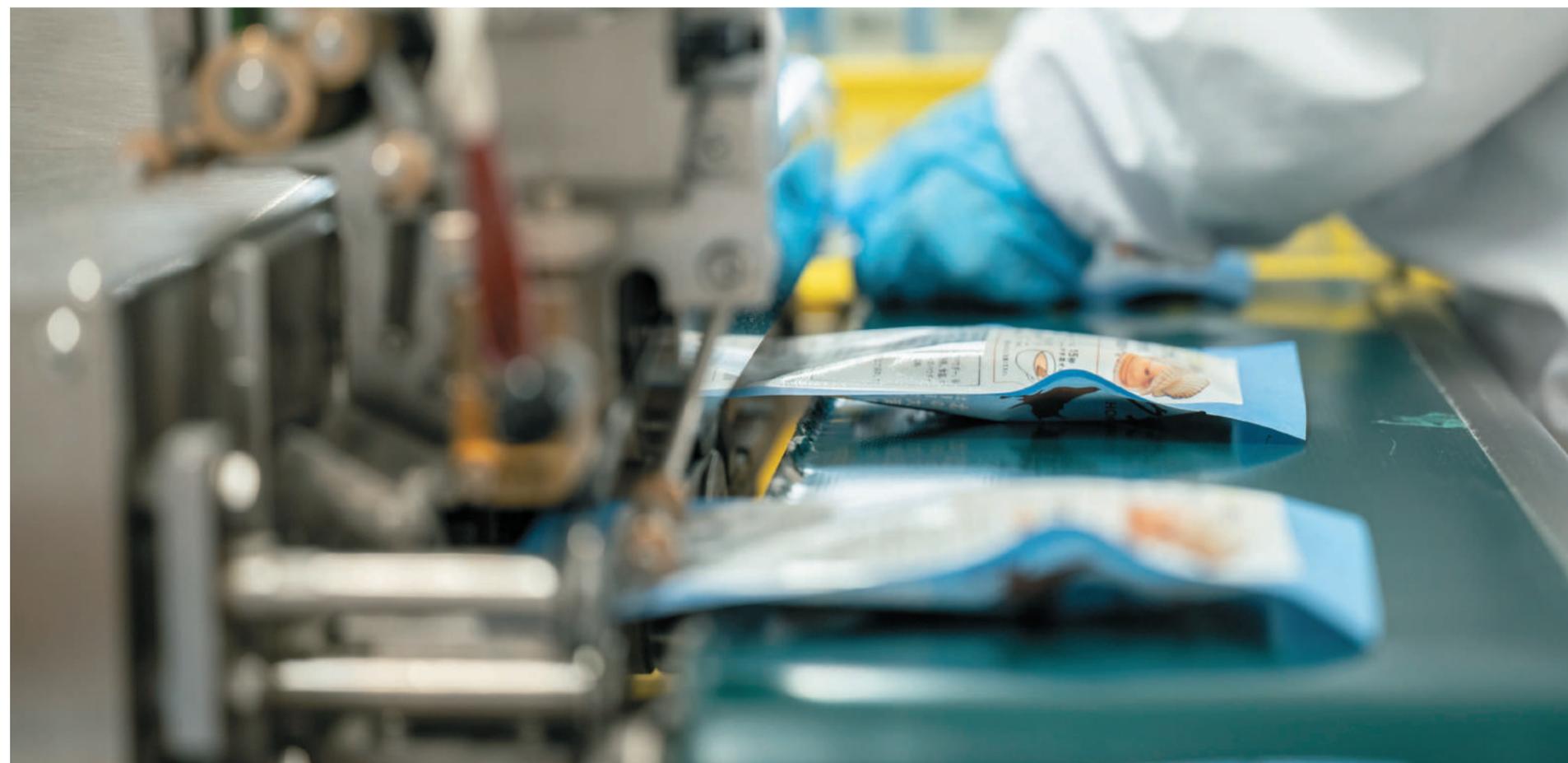
“The taste was exceptional, yet mountains of sweet corn were being discarded simply due to minor imperfections in shape or color.”

This realization launched the development of powdered soups utilizing this non-standard produce. They applied the same approach to asparagus. The tough root ends—usually trimmed off to make the stalks look neat on supermarket shelves—are actually packed with savory flavor. Hokkaido Dining Kitchen cleans and powders these trimmings, elevating them into a rich cream soup.

From Harvest to Processing, *Freshness Is Non-Negotiable*

What sets the company apart is a dedication to their ingredients that borders on obsession. Sweet corn, in particular, loses its sugar content rapidly after harvest. To combat this, their Monbetsu processing plant is located immediately adjacent to the fields, establishing a system where corn harvested in the early morning is processed without delay.

“Unlike other companies, we express the true flavor of the ingredients by minimizing additives and maximizing the actual vegetable content.” The soup locks in the intense sweetness and depth of high-quality sweet corn, achieving *a level of quality* that stands in stark contrast to cheap, mass-produced alternatives.



Premium Soup as a Weekend Reward

Hokkaido Dining Kitchen's cream soup is by no means cheap; it is sold at more than double the price of major soup brands found in typical supermarkets. Yet, despite the high price point, it has garnered a devoted following in high-end grocery stores and natural food shops.

"We actually tried making a cheaper soup in the past, but it didn't sell at all. Our goal is not to compete on price, but to pursue quality. We cater to the desire for a personal treat. Our product is not something to be rushed down on a hectic weekday morning, but something special to be savored during the slow, relaxed hours of the weekend."

Their additive-free "Rich Series" has earned such deep trust among health-conscious consumers and food purists that many repeat customers declare they "can't drink any other soup."

From Hokkaido to Japan's 47 Prefectures, and to the World

Currently, backed by the strong brand value of Hokkaido ingredients, the company is accelerating preparations for overseas expansion. Expanding sales channels is not just about business growth; it is a strategy to diversify risk to protect employees from unexpected crises and, at the same time, a way to give back to Hokkaido's agriculture.

"We want to create a cycle where people overseas taste our soup, realize how delicious Hokkaido food is, and eventually decide to visit the region."

Their vision extends even beyond Hokkaido. A project is already underway to turn unique ingredients from all 47 Japanese prefectures into thick soups, supporting agriculture across the nation.

Capturing the memory of the Hokkaido soil in a single packet, Hokkaido Dining Kitchen carefully weaves together nature, technology, and trust with farmers to deliver *authentic culinary richness* to dining tables around the world.

Science Unlocks the Potential of Hokkaido Onions

A Bio-Venture Sparks a Health Revolution Through Dressing

Picture the onion fields stretching across the vast landscape of Hokkaido. Hidden within that scenery is a unique “seed of health” unlike any other in the world. Hokkaido Bio-Industry, based in Sapporo, was founded as a bio-venture in 1997. Their mission is to use the power of science to visualize the invisible value hidden within Hokkaido’s agricultural products and return that value to people in the form of daily wellness.

Company | Hokkaido Bio-Industry
 Founded | 1997
 Website | <https://www.bio-do.co.jp/>

Beyond Better Circulation: New Frontiers in Brain Health

The company’s research focuses on plants in the Allium family, such as onions and Alpine leeks. Of particular note is an onion-derived compound known as *DPTS (dipropyl trisulfide)*.

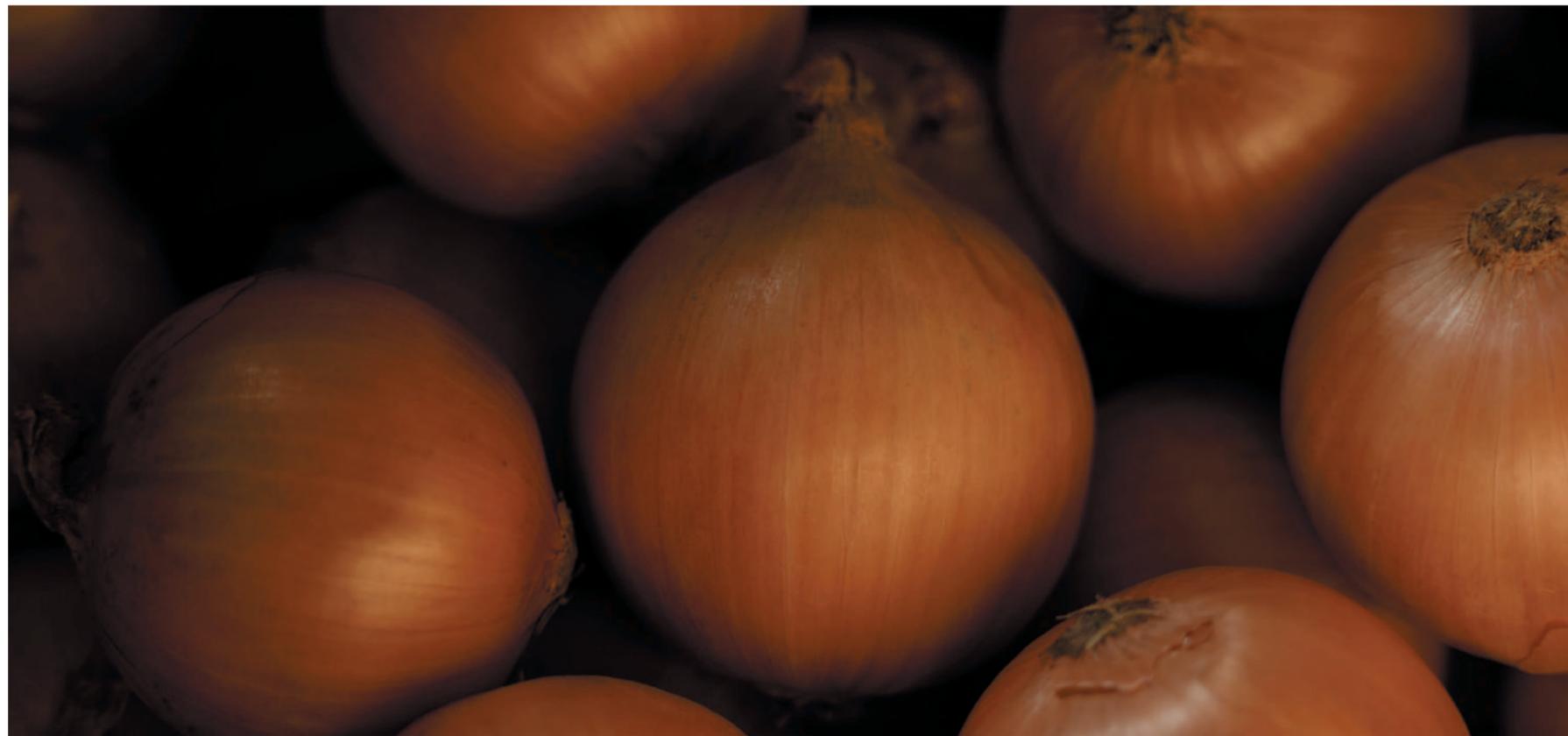
Onions are commonly known for their *blood-thinning effects*, but the company’s researchers made a discovery that goes a step further. They established scientific evidence proving that DPTS shows powerful antioxidant activity, suppressing oxidation in the hippocampus of the brain.

This new value of *supporting brain health* lies at the heart of the company’s products. While they initially focused on supplements, they have evolved to bring these benefits to the everyday dining table in the form of a dressing.

The Overwhelming Power of Momiji Onions

Uncompromising dedication to ingredients underpins the quality of Hokkaido Bio-Industry’s products. The company mainly uses a Hokkaido onion variety called “Momiji.” These onions are exceptionally pungent compared to other varieties. When processed under specific conditions, however, that very pungency transforms into functional health components.

Processing this potent ingredient into something delicious was a herculean task, as strong pungency usually comes with harshness and bitterness. To overcome this, the company developed its unique, patented “BRC Method.” By applying stress to the onions, they successfully draw out maximum sweetness and umami without compromising the functional components. Thanks to this technology, they have managed to lock the condensed nutrition and flavor of approximately 50 grams of onion (about a quarter of a whole onion) into a single bottle of dressing.



How Returns Shaped a Commitment to Quality

Today, the company enjoys widespread support in supermarkets and department stores across Japan, but the road there was rocky. During its time in the drugstore supplement market, the company faced a harsh reality: despite having hit products, strict policies meant inventory was frequently sent back. It was heartbreaking to see products they had poured their hearts into returned without ever reaching a customer. This inspired a new mission: to produce *truly valuable foods* that no one would want to return.

Since fully launching in 2012, their dressing and processed food line has transcended the role of simple seasoning, earning recognition as a *gift of health*. When media buzz from celebrities cleared the shelves of Hokkaido department stores, it wasn't the result of flashy ads. It was *the intensity of the natural flavors in each bite* and the scientific evidence for its benefits.

Bringing Untapped Resources to the World

Hokkaido Bio-Industry is setting its sights beyond just onions. Projects are currently underway to standardize unused resources that were previously discarded, such as scallop mantles, turning them into powders and chips to create new value.

By understanding the sentiments of producers, using science to prove the worth of materials that even the growers had not noticed, and delivering them to consumers, the company aims to strengthen its cycle across three pillars: processed foods, health foods, and food ingredients.

The *natural bounty* cultivated by Hokkaido's land, combined with the *scientific expertise* of a bio-venture company, has given rise to a dressing that is far more than a simple condiment. It represents an invitation from northern Japan to a *healthier future*. Through the simple daily act of eating salad, people around the world can enrich both body and mind. This is the vision that Hokkaido Bio-Industry continues to pursue.





Bridging the Gap Between Farm and Table: From Bihoro, Hokkaido to the World

Maruwa Seimen's Shared Journey with Farmers

Nestled near the Okhotsk Sea in eastern Hokkaido lies the town of Bihoro, a land defined by its expansive wheat fields. It is here that Maruwa Seimen has been rooted since its founding in 1963. Now entering its 63rd year, and standing as the region's sole surviving noodle manufacturer, the company has evolved beyond the confines of traditional manufacturing. Today, Maruwa Seimen operates as a "Creative Partner," working hand-in-hand with the community to support the future of agriculture.

Company | Maruwa Seimen
 Founded | 1963
 Website | <https://www.maruwaseimen.co.jp/>



A Day That Begins at 3 a.m. with Children's Smiles

The day at Maruwa Seimen begins long before sunrise, at 3:00 a.m.. The company president personally tends the kettles, working alongside staff to craft the fresh noodles destined for that day's school lunches.

"From Bihoro to the tip of Shiretoko, we deliver freshly made noodles to elementary and junior high schools across the vast Okhotsk region," she explains. "Since these are for children, safety and peace of mind are non-negotiable."

This school lunch program established the core of the company's identity: *uncompromising quality control and a subtractive production method that eliminates unnecessary additives*. Their record of zero complaints for over a year and a half stands as a testament to the unwavering trust they have earned from the community.

How Hidechan Wheat Changed Relationships with Farmers

Maruwa Seimen is defined by its transparent approach to manufacturing and its deep ties to specific producers and the local Agricultural Cooperative (JA). A flagship example is *Hidechan Wheat* (Hidechan Komugi®), a proprietary brand cultivated jointly with local farmers in Bihoro.

In the past, farmers viewed wheat merely as *a commodity to be grown and supplied*. Maruwa Seimen shifted this mindset by developing products that made this local wheat the star ingredient. They established venues where producers could personally advocate for their products at trade shows.

"Seeing what they grew transformed into delicious noodles that brought people joy lit a fire in the farmers' pride."

By using their noodle-making expertise to give form to a farmer's passion, and collaborating with local cooperatives to build a consistent system starting from seed production, the company has taken a bold step forward. This deep collaboration is vital to improving the region's food self-sufficiency and vitality.



Kneading Okhotsk's Nature into Noodles

The company's products bring out the full, robust flavor of Hokkaido wheat. Their new premium line, Hidemugi, uses nothing but carefully selected wheat and deep ocean water from the Okhotsk Sea. It is precisely because they have eliminated all unnecessary additives that the raw energy of the land comes through directly in every bite.

Moreover, the company adapts flexibly to climate change and the shifting agricultural landscape. They are actively developing products that breathe new life into unused local resources, such as pasta made from non-standard vegetables that would otherwise go to waste.

"Without wheat, our business simply wouldn't exist. That is why we must protect our ingredients and walk side-by-side with producers. That is our mission."

Turning Hokkaido's Craftsmanship into a Global Standard

Emerging from the COVID-19 pandemic, Maruwa Seimen has turned its gaze to the world. The company is now venturing into overseas markets where interest in Japanese cuisine is growing, such as New York and Australia, armed with *Hokkaido-sourced ingredients* and a commitment to honest craftsmanship.

"When dealing with overseas buyers, we want to do more than just sell a product. We want to convey the story of the fields behind it and the thoughts of the producers."

Their commitment to attending trade shows and steadily building trust with buyers reflects the very integrity they have cultivated in Bihoro for over 60 years. Crafted from premium northern wheat, the skill of artisans, and the passion of farmers, each dish from Maruwa Seimen serves as a *messenger* delivering the richness of Hokkaido's nature across borders.

Traditional Pounded Mochi, Flash-Frozen for the World

Celebrating 80 Years of History, Inaho Seika Sets a New Global Standard for Wagashi

Otaru, Hokkaido. Once hailed as the “Wall Street of the North,” this port city has long served as a vibrant crossroads for people and culture. Historically a hub for shipping azuki beans nationwide, Otaru cultivated a deep-rooted tradition of Japanese confectionery. Established here in 1946 and now celebrating its 80th anniversary, Inaho Seika fuses traditional craftsmanship with innovative freezing technology to share the traditional beauty of Japan with the world.

Company | Japan Food Security Laboratory
 Founded | 1946
 Website | <https://www.jfsl.jp>

From Peddling Dumplings to Pioneering Frozen Sweets

Inaho Seika’s story began in the chaos of the immediate post-war era as a humble street-peddling operation selling dumplings. The company reached a defining turning point in 1976. At a time when rapid spoilage severely limited the market reach for traditional sweets, Inaho Seika was among the first to introduce *the concept of freezing* to the industry.

“If we freeze them, we can reach the whole country, and eventually the world.” This foresight laid the foundation for the company’s current success. Today, boasting a daily production capacity exceeding 100,000 units, Inaho Seika supplies a vast array of clients, from local Hokkaido supermarkets to major national chains and hotel buffets.

Efficient Production, Traditional Pounded Mochi Texture

While Inaho Seika pursues the efficiency of mass production, there is one tradition they steadfastly refuse to compromise: the art of making mochi using *a pestle*.

In modern manufacturing, it is common to produce mochi using rice powder. Inaho Seika, however, starts with *glutinous rice* soaked overnight and pounds it using wooden pestles. They have successfully mechanized this traditional process to replicate the exact motion, creating a resilient, chewy texture and bringing out a natural sweetness that powder simply cannot match. They apply this same dedication to their coarse sweet bean paste. By developing a unique cooking method that preserves the granular texture of the beans while locking in flavor, they ensure their signature *Ohagi* delivers a truly satisfying experience.





Controlling Water to Freeze Time

The greatest challenge with frozen wagashi is reproducing the correct texture upon thawing. Mochi naturally hardens when cooled, but Inaho Seika has overcome this physical limitation through years of research.

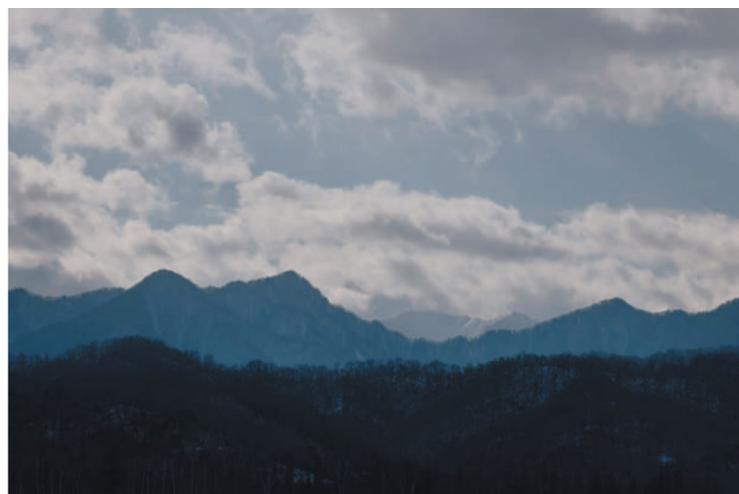
“The key is controlling the water.” By thoroughly understanding the properties of Hokkaido-grown glutinous rice, azuki beans, and sugar, the team meticulously adjusts the moisture balance to harmonize with the characteristics of the water. This precise, invisible management of moisture is the secret behind the magic that allows *the sweets to regain their fresh-made quality the instant they thaw.*

Reinventing Tradition for a Global Audience

Inaho Seika is taking on a new challenge to address the waning interest in traditional sweets among youth and the growing demand for wellness products abroad. Through their new venture, the Japan Food Safety Laboratory, they are breaking free from the constraints of tradition. Their expanding lineup now includes creative concepts like colorful Tapioca Mochi featuring Hokkaido strawberry paste and items developed jointly with local high school students.

Overseas markets have shown immense interest in Japanese sweets as a healthy, low-fat option rich in dietary fiber. Ranging from classic Ohagi to trendy Fruit Daifuku, Inaho Seika locks *the spirit of Otaru's mochi-pounding tradition* into their products at minus 20 degrees Celsius to deliver them fresh to the world.

Eighty years ago, the founder peddled dumplings on the street with passion. Today, that passion uses premium Hokkaido ingredients to bring moments of sweetness to hearts around the globe. By viewing the blessings of nature through a scientific lens and delivering products with genuine care, Inaho Seika is paving the way for the future of Japanese sweets.





made from

the farm.



Transforming Nature's Bounty into Global Delight

The Evolution of Hokkaido Sweets and a New Vision from East Asia

The fertile expanse of Hokkaido yields an abundance of agricultural and dairy treasures. The mission at Bake de Arles is to unlock this potential and deliver it to the world. As the company marks its 30th anniversary, its journey remains defined by a singular pursuit: elevating the value of the "Hokkaido Brand" and preserving it for the next generation.

Company | BAKE DE ARLES
 Founded | 1994
 Website | <https://www.bake-de-arles.com/>

The Magic of Freezing: Stopping Time

The true heart of Bake de Arles lies *not in a retail storefront but within its factory walls*. Unlike many confectioners who pivot to wholesale only after finding success with physical shops, this brand began with a vision for wide-scale BtoB distribution from day one. Over three decades, they have honed unique recipes designed to withstand the freezing process. In fact, these sweets are often at their peak precisely because they have been frozen.

There was *once a prejudice that frozen sweets were inferior to their fresh counterparts*. Bake de Arles has overturned this stereotype through science and passion. Their greatest breakthrough lies in understanding the behavior of *fresh cream*. Cream is delicate, and simply freezing it destroys its texture. By meticulously calculating the aeration of the sponge cake, the baking of the crust, and the fat content of the cream, they achieved a moist, silky texture that *tastes freshly made the moment it thaws*. This *mastery of recipes that endure the cold* was developed long before flash-freezing technology became standard, and it forms their identity.

The "Essence" Beyond Convenience

Since the 2000s, the dramatic evolution of convenience store desserts has transformed the market landscape. Major chains began prominently featuring Hokkaido-sourced ingredients, making high-quality sweets available everywhere. Rather than viewing this as a threat, Bake de Arles recognized it as an opportunity for further evolution.

Even among Hokkaido-sourced ingredients, however, distinct *quality tiers* exist. Take fresh cream, a star ingredient in the company's products. The aroma, richness, and lingering aftertaste that greet the palate differ completely between the commonly used cream with around 30% milk fat and top-grade cream at 47%. Building on such premium materials, Bake de Arles refuses to rest on the laurels of simply being "Hokkaido-made." Instead, the company pursues high-value-added products by incorporating its own unique essence. The result is not merely sweetness, but a coexistence of substantial depth and delicate aroma. This represents Bake de Arles's vision of what *contemporary Hokkaido confections* should be.



Engaging All Five Senses Through *Live Demonstrations*

A major strategic pivot led the management to streamline past restaurant and retail operations to redefine their true strengths. One answer they found is the *live bread baking demonstrations* now conducted at department stores.

Why would a sweets manufacturer sell bread? The answer lies in *the power of scent*. Frozen products keep their aromas locked away. However, by taking bread that is partially baked and finishing it on-site, the staff releases the rich scents of butter and cheese. This triggers a primal appetite in passersby. In an era where anything can be bought online, Bake de Arles provides *an ephemeral experience* that must be savored in the moment. Cold sweets and warm bread serve as the contrasting pillars that define the brand's uniqueness.

Honoring Dairy Farmers and Venturing into Halal

The company's products are shaped by the farmers who work in harmony with Hokkaido's unforgiving nature. Wheat, dairy, and sugar are the essentials, and Bake de Arles holds deep reverence for the primary industries that provide them. During a roundtable discussion with wheat farmers in Ebetsu, the company heard expressions of surprise: "We had no idea that the crops we cultivate with such care could be transformed into products that bring people so much joy." That cycle of joy is the driving force behind the company's manufacturing.

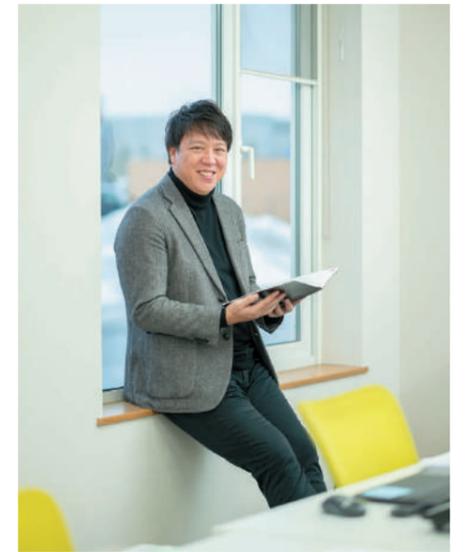
The Cream Puff as an Emotional Symbol

Bake de Arles offers many products, but *the cream puff* stands as its flagship symbol. A favorite since the company's inception, this item encapsulates their philosophy.

Their analysis showed that consumers outside the region do not look to Hokkaido for urban sophistication. Instead, they seek overwhelming *richness and volume*. That is why they pursue a level of satisfaction where the cream practically overflows at the first bite. The crust is baked firmly to bring out a toasty fragrance and is filled generously with the highest grade of fresh Hokkaido cream.

Sweets may not be essential for physical survival, but they play a crucial role in *enriching the heart*. They serve as a comfort during tough times, a reward for hard work, or a way to celebrate special occasions.

They aim to create the surprise of finding "so much cream inside" and the satisfying realization that "Hokkaido quality is truly different." What they deliver is not merely a sweet treat, but a memory of small happiness born in that moment. While shedding stereotypes and constantly embracing innovation, *their fundamental sincerity toward ingredients never wavers*. They will continue to bring the finest ingredients nurtured by Hokkaido's rich nature to the world, *delivering happiness* to people's daily lives.





Surprises from Hokkaido to the World “Bringing Ideas to Life”

A New Food Experience

At North Mart's factory in Ishikari, Hokkaido, there is always a feeling of discovery and anticipation. Their work goes beyond making food to fill an empty stomach. By looking at *the concerns of clients* and producers through a creative lens, they aim to create products that *delight and surprise* the people who enjoy them.

Company | North Mart
Founded | 2013
Website | <https://www.northmart.jp/>

New Food Styles Born from Problem-Solving

The origins of North Mart's food product development lie, surprisingly, in *kazunoko* (herring roe). Facing a seafood company's challenge of limited demand outside the New Year's season, North Mart combined kazunoko with cheese and dressed it in eye-catching packaging to transform it into an everyday snack called Kazuchee. The success of this product led the company to pursue its own brand development in earnest.

Their development approach is thoroughly product-driven. Rather than conforming to market data, they create what they genuinely believe is delicious and enjoyable. For example, they have redefined dried scallop delicacies, typically regarded as a taste for older consumers, as stylish products targeted at women in their twenties and thirties.



Butterscotch That Concentrates Hokkaido's Purity

The product North Mart is currently most focused on is its butterscotch candy. The idea began with two sisters who ran a nail salon in Sapporo and spent a period of temporary closure experimenting with creative confectionery.

What makes this candy special is its unwavering commitment to ingredients from Hokkaido and *a texture unlike anything else*. Fresh cream from the Kushiro and Nemuro regions forms the base, blended generously with Hokkaido butter and sugar. No unnecessary additives or artificial coloring are used, allowing the natural depth and flavor of the ingredients to come through clearly.

Its most distinctive feature is its satisfyingly crunchy bite. While it is reminiscent of traditional Western toffee, North Mart introduces a new style where you break the candy into your preferred size to eat. To achieve the perfect thickness, being neither too thin nor too thick, artisans still stretch the candy by hand. This manual process naturally results in slight variations, but the company embraces this human touch. They hope customers *enjoy finding a thicker piece as a small stroke of luck*.

Connecting with the World Through Excitement

North Mart never lacks requests for collaboration from outside the food industry. From apparel brands to character properties and game companies, their ability to work beyond the conventional boundaries of food manufacturing comes from a free and flexible mindset focused on *giving form to ideas*.

That momentum has already reached beyond Japan. At a trade show in Las Vegas, the deep richness and distinctive texture of their Hokkaido butterscotch were met with genuine surprise by local audiences. Looking ahead, they are also exploring new possibilities, combining locally sourced ingredients with the expertise and sensibilities they have cultivated in Hokkaido to create even more unexpected delights.

Using pure ingredients from Hokkaido's rich natural environment, North Mart adds a touch of playful creativity to everything they make. From the northern land to everyday moments around the world, North Mart continues to deliver delicious surprises.



Innovative Sweets as Gentle as the Hakodate Breeze

IK foods and Its Commitment to Hokkaido Ingredients

Nestled at the southern tip of Hokkaido lies Hakodate, a port town rich in history and exotic atmosphere. Just a stone's throw from the historic Red Brick Warehouses along the bay, the sweet, toasted aroma of baking draws visitors to the IK foods cream puff specialty shop. Since their founding in 2007, the company has remained dedicated to sincere craftsmanship utilizing local ingredients, always guided by a simple philosophy: to make sweets with the same care a mother uses when baking for her children.

Company | IK foods
 Founded | 2007
 Website | <https://ikfoods.net/>



A Passion for Cream Puffs Born from Chance

The story of IK foods is not one of calculated corporate strategy, but of a happy accident born from deep community connections. While the company began as a wholesale distributor of tourist souvenirs, they developed an original cream puff for a local event on a whim.

“The response was overwhelming,” they recall. “Seeing people so delighted by something we created with our own hands was the spark that started it all.”

As luck would have it, a nearby confectionery factory became available shortly after. Taking over the facility allowed them to begin full-scale manufacturing and sales. Today, IK foods has grown into an essential part of the local food culture, operating a specialty shop in Hakodate while producing goods for wide-scale distribution at a separate manufacturing plant.

The “Hokkaido” Package and the Comfort of Quality

An unshakable dedication to Hokkaido-grown ingredients defines their product line. Key raw materials used in their cream puffs and pastry cornets, such as milk, eggs, and fresh cream, are sourced locally from Hokkaido whenever possible.

“When customers pick up our products, seeing the map of Hokkaido and the specific origins of the ingredients instills a deep sense of trust,” the team notes. “This holds true for our international customers just as much as those in Japan. We feel the strength of the Hokkaido brand every single day.”

This peace of mind is the very identity of IK foods. Their aim is not simply to make food that tastes good, but food people can enjoy knowing it will live up to their expectations. This simple, honest attitude continues to captivate both tourists visiting Hakodate and loyal locals alike.



Taking on the World with the Flagship “Chou de Rusk”

The product now leading IK foods’ outreach to the world is Chou de Rusk. With its light, crisp texture and the concentrated flavors of carefully selected Hokkaido ingredients, it has been well received as a “portable Hokkaido sweet,” offering a way to enjoy the region’s confections without the limitations of a short shelf life.

The company has also been gaining attention for its savory line of Chou de Rusk, born from the team’s free and flexible ideas. Made with powdered Hokkaido-grown *Danshaku* potatoes and designed to emphasize a bold, crunchy bite, this series goes beyond conventional sweets, offering flavors such as truffle cheese that deliver entirely new taste experiences.

“Even as prices continue to rise, we want to deliver genuine satisfaction at a price anyone can afford.” Guided by this commitment, the president and younger staff members exchange ideas, quickly incorporating current trends and buyer feedback into product improvements.

From Hakodate to Scenes of Joy Around the World

Since launching its overseas expansion in earnest in 2023, IK foods has been engaging with buyers across Hong Kong, Australia, the United States, and other markets worldwide. The intuition for *delighting customers*, honed in the tourist destination of Hakodate, serves as a universal language that transcends borders.

“As Japan’s population declines, we want people around the world to discover Hokkaido confections. When visitors at trade shows taste our products and smile, saying how delicious they are, those moments of surprise give us the encouragement to keep moving forward.”

The sea breeze of Hakodate, the bounty of the Hokkaido earth, and the warm ingenuity of the staff all come together in a single bag of IK foods Chou de Rusk. With each bag, IK foods continues to bring a small moment of happiness to everyday life.



made from

the ocean.

Memories of the Sea, Delivered to Tomorrow's Table From Shiretoko to the World

The Pride of a Fish Merchant

Based in Sapporo, Hokkaido, D&F's journey has been shaped by the northern sea's abundance and the passion of those who make their living from it. The company's founder comes from a family of *fish merchants* stretching back generations. Ancestors who returned from Sakhalin and began fishing in Shiretoko still influence the foundation of the company's craft today.

Company | D&F
Founded | 2002
Website | <https://gozen-no-tatsujin.com/>

Products Born from *Once-in-a-Decade* Inspiration

D&F's product development has something of an artistic quality to it. The founder describes the approach to creating new products as "once-in-a-decade inspiration." Yet behind that inspiration lies a 12-year career honed at a receiving company in Kobe, along with a discerning eye cultivated through global Russian trade, selecting the finest sea urchin, crab, and herring from around the world.

Take one of their signature products: simmered kinki rockfish. It won an award at the Hokkaido Processed Foods Fair and remains a bestseller, with thousands of fish shipped annually. Their unique *octopus rice retort pouch* was born one evening from a sudden insight: "What if we made it round, like takoyaki?" The visual appeal combined with rice texture that defies expectations for retort packaging reveals relentless dedication across countless prototypes, working closely with skilled processors.

The Art of Paper: Invisible Craftsmanship

What sets D&F's products apart is their unique manufacturing process. The president refers to this proprietary technique as *kamiwaza*. While this word is pronounced the same as the Japanese term for "divine skill," the "kami" here refers not to "god," but to "paper." This "Paper Technique" is a critical process designed to maximize the umami of the ingredients while removing any unwanted flavors. It involves a painstaking level of unseen effort, but this is the true identity of the magic that *makes the food taste better than fresh*, even after being thawed at home.

Their flagship mackerel simmered in miso also relies on this technique. While global mackerel stocks remain unstable, D&F carefully selects consistent, high-quality Norwegian mackerel and delivers its value through their house brand "Gozen no Tatsujin" (Master of the Meal). Customers keep buying boxes through newspaper mail-order and antenna shops (prefecture specialties shops) for one simple reason: *they taste the real thing in every bite.*



Delivering Hokkaido's Freshness to the World

D&F now has its sights set overseas: Taiwan, Australia, and Thailand. By partnering with local collaborators, the company aims to expand the possibilities of Japanese cuisine.

The greatest obstacles to international expansion are *freshness* and *distribution*. D&F's solution is cutting-edge freezing technology. By processing and flash-freezing fish immediately after landing, they put freshness into "hibernation," allowing the fish to regain its just-caught brilliance even months later upon thawing. With this technology, they can deliver fish to consumers in Taiwan that tastes as if they are eating it in a Hokkaido port town.

Connections That Create New Stories

D&F's products are not created by one company alone. New stories emerge through connections with regional producers and people who cherish local ingredients. One example is a *panna cotta* made using sake lees from Kunimare, a renowned brewery in Mashike. "We create what we ourselves find delicious, using ingredients we genuinely believe in, together with partners we trust." This straightforward and sincere philosophy defines D&F's identity.

With deep respect for nature's gifts, the latest technology to preserve their brilliance, and a desire to share them with the world, D&F continues its journey. The spirit of a fish merchant shaped by the sea winds of Shiretoko is now crossing borders, delivering the taste of Hokkaido to tables around the world.





Where Science Meets Literature: Hokkaido's Path to Healthy Living

Twenty Years of Trust, Built on Integrity Over Efficiency

In Sapporo's tranquil atmosphere stands a health food company unlike any other. Sincerite Sapporo, now in its 32nd year, does more than simply blend nutritional ingredients. Their approach to product development is infused with *the culture of books* that shaped their founder's background and the straightforward dialogue that Hokkaido's character naturally fosters.

Company | Sincerite Sapporo
 Founded | 1993
 Website | <https://www.sincerite.jp/>

A New Perspective: Health as Literature

One phrase captures Sincerite Sapporo's philosophy perfectly: "Health is both science and literature." The founder spent 25 years working at a major bookstore before starting the company. Drawing on this background, Sincerite Sapporo defines health *not only through the scientific lens of numbers and ingredients*, but also through *the literary dimensions of daily life*: its richness, its colors, and the nourishment of the heart.

"Sometimes doing something bad for your body might also be healthy." This kind of playful, generous messaging resonates deeply with customers. The company sees itself as a partner for enjoying life without overthinking things. That attitude is precisely why their products are so beloved.

Two Decades Without a Price Increase

The company's flagship product, a knee supplement called Glucosamine MPB, boasts a remarkable track record. For approximately 20 years since its launch, it has been offered without a single price increase. From the early days when supplements were still uncommon, Sincerite Sapporo has maintained the belief that *health only has value through consistency*, and has remained committed to pricing that makes continuation easy.

What proves truly remarkable is the repeat customer rate. Customers who began taking the supplement in their 60s continue to place orders every month without fail, now in their 80s. Supporting these relationships spanning more than two decades is the practice of having employees personally handle phone calls. Rather than outsourcing to a call center, the company listens to each customer's voice from its Sapporo office. This *straightforward approach* to communication aligns with the sincerity that defines Hokkaido's brand image, creating an unshakeable sense of trust.



Packaging That Respects Dignity

Sincerite Sapporo's product design follows one clear rule: *never treat customers as elderly*. They refuse to use the typical supplement advertising imagery of older people struggling up stairs.

"Vibrant, cheerful designs you wouldn't be embarrassed to keep in your pantry." This philosophy stems from a desire to protect customer dignity and reframe health management as something genuinely enjoyable rather than a reminder of decline. This thoughtfully crafted packaging for scientifically formulated nutrients offers an uplifting feeling from the first touch, blends seamlessly into your kitchen, and adds a touch of joy to daily routines.

The True Richness of Japanese Dining, Learned from the 1970s

Sincerite Sapporo is now expanding beyond supplements into a new product: Japanese dashi stock. The project began with an encounter with a pharmacist who reflected on the 1970s, when Japanese home cooking was at its healthiest and most nourishing. Meals centered on traditional Japanese cuisine provided an abundance of minerals.

"Ideally, people would get everything they need from their regular meals and would not require supplements at all. Would that not be the greatest outcome?" This fundamental question led

the company to develop products that deliver nutrition through food itself. Working with the pharmacist over the course of a year to refine both flavor and nutritional content, they created a dashi that luxuriously blends four types of fish. By reimagining *health through food*, something gradually eroded by the pursuit of convenience, and reshaping it for modern lifestyles, the project represents a thoughtful reexamination of what it means to be a supplement manufacturer.

From Sapporo to the World: Memories of a Rich Land

The company is now developing grain-based food products while capitalizing on Hokkaido's unique advantages to amplify its message. Through sponsorships of local teams like Hokkaido Consadole Sapporo and the Hokkaido Yellow Stars, they're committed to giving back to the community that sustains them.

Their mission is to harness nature's ingredients to reclaim the value of Japan's ancestral food traditions, sharing them with people around the world. What Sincerite Sapporo offers is a vision of health rooted in science, yet warm and familiar. Through their products, the reassurance of connection to fertile land finds its way to tables across the globe, enriching lives one meal at a time. And this journey is only beginning.



Envisioning and Designing Tomorrow's Oceans

Fujiuroko Ohashi Suisan's Transformation:
Redefining the Seafood Industry as
Creative Manufacturers

Based in Sapporo, Hokkaido, Fujiuroko Ohashi Suisan has spent nearly 70 years connecting the bounty of the northern seas to dining tables. While they have long earned the trust of luxury hotels and high-end restaurants as a premier wholesaler, they are now breaking the mold. Today, the company is fundamentally redefining its role in the industry, *moving beyond traditional wholesale to reimagine the future of seafood.*

Company | Fujiuroko Ohashi Suisan
Founded | 1957
Website | <https://ohashi-suisan.com/>

From Jozankei to Sapporo: Evolving with the Times

Fujiuroko Ohashi Suisan was founded in 1957 during a turbulent era of rapid modernization leading up to the Sapporo Olympics. Their journey began in Jozankei Onsen, a hot spring district known as Sapporo's scenic retreat, where they focused on supplying local seafood to bustling hotels.

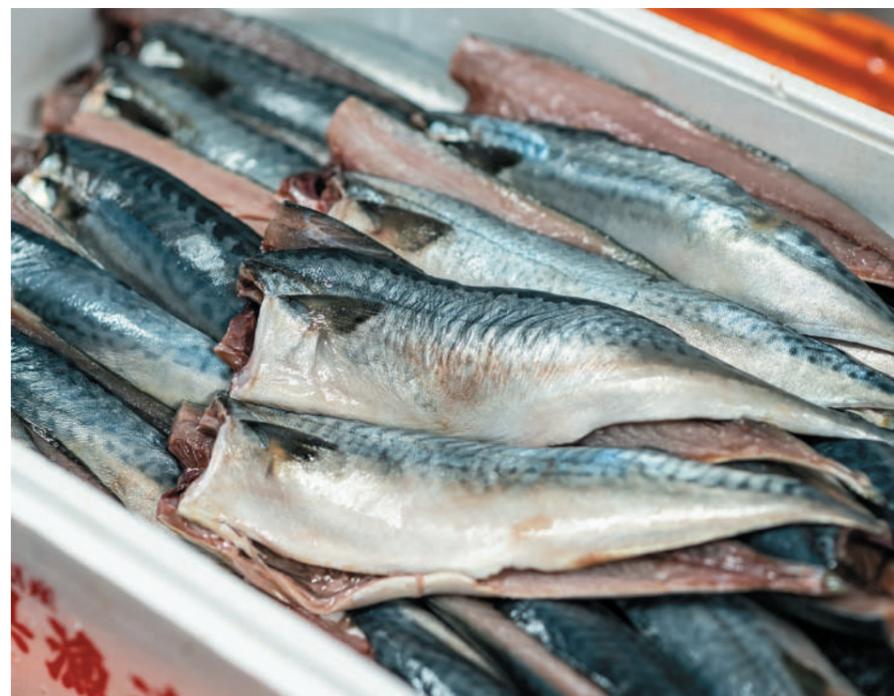
However, the infrastructure improvements accompanying the Olympics dramatically shifted the flow of tourism into Sapporo proper. Moving with the times, the company relocated its headquarters to the city. By embracing frozen food technology and incorporating a diverse range of imported ingredients, they established themselves as the culinary backbone supporting Hokkaido's tourism and hospitality sectors.

Foresight That Transcends 40 Years of Expertise

Mr. Ohashi has dedicated his life to the industry, honing his eye for fish for nearly four decades. Since taking the helm at age 33, he has steered the company through economic crashes, natural disasters, and a global pandemic. While his expert *judgment* is unquestionable, he believes the future lies in *foresight* and *proposal*.

"The era of simply spotting good fish is over," he asserts. "Survival now requires the intuition to read environmental changes and societal needs five or ten years ahead."

Climate change has made salmon, once the icon of Hokkaido, scarce, while southern species like yellowtail and pufferfish are migrating north. Rather than lamenting these irreversible changes, the company sees an opportunity to elevate these newcomers into a fresh "Hokkaido Brand." Fujiuroko Ohashi Suisan is transforming its identity from a distributor that fulfills orders to a manufacturer that actively creates value.





Materials, Technology, and Networks: A Trinity in Product Development

The company's vision for a new era rests on three pillars: *the ability to foresee the future, processing technology that adds value, and a sourcing network for high-quality materials.*

Take their signature Atka mackerel. It is not merely dried; it is crafted. "By applying optimal temperature control and processing techniques, we create a product superior to traditional overnight-dried fish," Mr. Ohashi explains. "In an age where ingredients alone are not enough to guarantee success, we must maximize their appeal through technology and innovation." This honest yet creative approach continues to captivate high-end clients across Japan, from Tokyo and Osaka to Kyushu.

Delivering Hokkaido's *True Value* to Global Markets

Today, Ohashi Suisan's primary focus is overseas markets. With Japanese cuisine now a global standard and demand for Japanese ingredients rising worldwide, the company is shifting from its import-centered past to actively exporting Hokkaido's finest to the world.

"We can't simply rely on Hokkaido's reputation. We need to view markets from a global perspective. We're working toward a future where people everywhere experience Hokkaido's nature through the fish we offer, and that brings them real joy."

Ten or twenty years from now, whatever changes come to Hokkaido's seas, Fujiuroko Ohashi Suisan will continue delivering exceptional seafood through expert selection and flexible thinking. The company lives in harmony with nature, embraces change, and carries the ocean's gifts into the future. This is what "Made with Nature" truly means.



Deep Hokkaido Flavor Born from Honest Simplicity

A Stubborn Pursuit: Bottling the Pride of a Traditional Kitchen

In Hakodate, Hokkaido, a port town steeped in exotic charm, the factory of Takahashi Food Industry still tends small kettles over open flames each day. Now in its 41st year since founding, the company's approach to manufacturing stands apart from today's efficiency-driven food production, marked instead by remarkably earnest, labor-intensive processes.

Company | Takahashi Food Industry

Founded | 1985

Website | <https://www.yamakyu-takahashi.co.jp/>

Cultivating Signature Flavors Through Layering

President Makoto Takahashi maintains a philosophy of restraint, adding nothing superfluous. He uses just three seasonings: sugar, soy sauce, and mirin. No amino acid additives whatsoever.

“Amino acids make it easy to balance flavors, but then everything ends up tasting the same,” Takahashi explains. Since its founding, Takahashi Food Industry has continuously “topped off” its seasonings, cultivating a unique sauce enriched with accumulated umami from the ingredients themselves. When they simmer herring in sweet soy glaze, the herring's fat and umami dissolve into the sauce. When they cook scallops, that rich essence adds yet another layer of depth. This “natural umami,” concentrated over many years, forms the heart of the company's flavor.

But they don't simply rely on age. To preserve freshness and “sharpness” of flavor, they regularly replace portions of the old sauce with fresh seasonings through meticulous adjustments. This careful balance between tradition and freshness brings out the inherent qualities of each ingredient to their fullest.

The Artisan Spirit Dwelling in Small Kettles

The company's production floor resembles a *large kitchen* more than a factory. They use kettles small enough for an adult to carry, processing only about 10kg at a time.

“We make things exactly the way a restaurant would.” They blanch every ingredient first to remove impurities. This single step, never skipped, thoroughly eliminates the off-flavors and fishiness typical of canned and retort foods. Simmering slowly over open flame, as if in dialogue with the ingredients. This delicate control, possible only through small-batch production, creates beautifully intact finished products and deeply satisfying flavors that linger in the memory.

Adapting to a Changing Ocean, Partnering with the Mountains

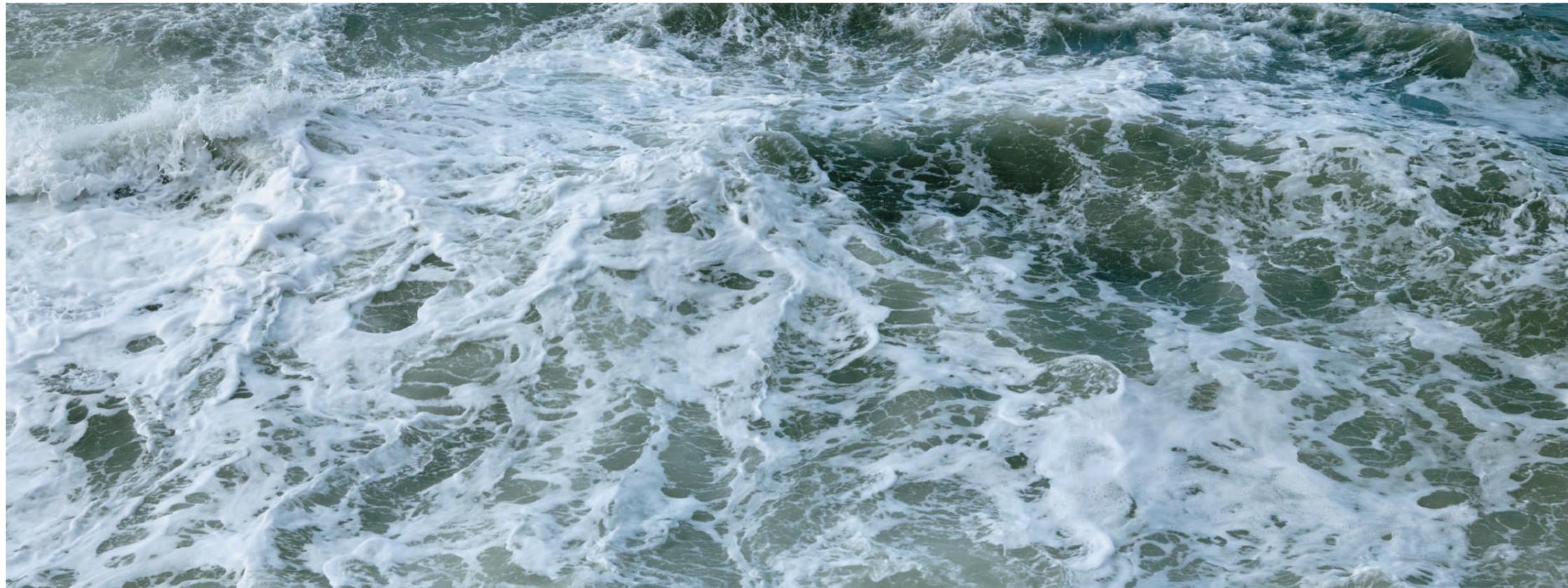
Hokkaido's seas have changed dramatically over the past twenty years. Herring, once vanished, have returned, while yellowtail and pufferfish have migrated north, replacing what was once the mainstay squid. Takahashi Food Industry accepts these natural fluctuations while maintaining its commitment to sourcing quality.

Today, alongside their core products of herring simmered in sweet soy glaze and *scallop shigure-ni*, they focus on "sea and mountain collaborations" combining Hokkaido's marine and agricultural products. Soybeans with kelp, or savory simmered shiitake. No matter the ingredients, their approach of working with just three base seasonings remains unchanged. This represents unwavering trust in the potential of Hokkaido's land and sea.

To Spain and Beyond as an Everyday Food

Takahashi Food Industry's ambitions now stretch across the ocean to Europe. This spring, the company plans to launch full-scale local production at its factory in Spain. Local chefs have praised the product, urging the company *not to change the flavor*. This reception reflects a shift in how Western markets perceive Japanese cuisine.

"We want to spread *Tsukudani* not just as a special-occasion food like sushi or tempura, but as part of the everyday diet that Japanese people actually eat." While *tsukudani* naturally complements rice, it pairs surprisingly well with bread and cheese too. Takahashi's vision focuses not on the glamorous side of Japanese cuisine, but on making the authentic, everyday flavors rooted in Japanese life a global standard.





From Market Connoisseur to Hokkaido Storyteller

Stories That Deeply Connect Producers and Dining Tables

Known as the gateway to Sapporo's food scene, the Jogai Market has been a culinary landmark for decades. Okada Shoten, which opened its doors alongside the market's establishment in the 1950s, has weathered the storms of changing times to evolve into a "storyteller" connecting Hokkaido's rich food culture to the world.

Company | Maruichi Okada Shoten
 Founded | 1955
 Website | <https://www.maruichi-okada.jp/>



From Local Market to Tourism to Manufacturing

Okada Shoten's history began as a neighborhood shop selling everyday staples like sugar, rice, and cooking oil. As the Jogai Market gradually transformed from the kitchen of Sapporo residents into a tourist destination, the company shifted its focus to souvenir sales.

The major turning point came about ten years ago when the current president returned to the family business. He launched an e-commerce operation and began wholesaling Hokkaido's rare delicacies. Then, when the unprecedented pandemic brought tourism to a complete halt, the company underwent an even more dramatic transformation. Breaking free from the traditional "buy and sell" wholesale and retail model, they installed their own ovens, started baking confections, and became a manufacturer delivering products directly to customers via the internet.

Connections That Drive Boundaryless Product Development

Okada Shoten's approach to creating products refuses to be confined by category. The company offers an extraordinarily diverse range, from Western confections like canelés to distinctive Hokkaido delicacies and even alcoholic beverages. This versatility is powered by an extensive network of suppliers and manufacturers, built over years in the wholesale business.

"We are not manufacturing specialists. That is precisely why we can visit regional makers and producers, listen directly to their passions and challenges, and bring their vision to life." The growing number of OEM contracts from other companies proves that Okada Shoten has become a trusted hub within Hokkaido's food infrastructure.



Turning the Bold Ventures of Producers into Stories on a Plate

The company's representative regularly visits farms and fisheries, seeking the essence of craftsmanship. There are fishermen who, faced with climate change that has decimated salmon runs, pivot quickly to herring instead. There are farmers who stake everything on a precious, finite opportunity, knowing they will harvest their crops perhaps only twenty more times in their lives.

"Our role is not simply to sell products, but to convey how much thought and effort producers invest in their work." Okada Shoten embraces the context behind each ingredient and the sincere dedication of its producers as their own responsibility. By communicating these stories and adding this dimension of value to their products, the company aims to go beyond the simple label of "Hokkaido-made" and create what might be called "the circulation of stories," forging deep connections between producers and consumers.

Cultivating Brands: The Next Ten Years

Today, while maintaining their sense of urgency, the company has entered a phase of carefully nurturing individual products in the marketplace. In overseas markets especially, they're crafting strategies to share *Hokkaido's unique value* while navigating the complex web of regulations and tax systems that govern items like alcohol and delicacies in different countries.

Though rooted in the historic Jogai Market, their vision extends to the future and the world beyond. They take the bounty nurtured by Hokkaido's abundant nature, refine it through science, tradition, and human connection, and bring it to dinner tables around the globe.

Okada Shoten remains committed to Hokkaido's food culture and its possibilities, *continuing to turn new challenges into reality.*





A Co-Creation Community
Connecting Hokkaido's Food to the World

OUR BEST FOODS
from Sapporo

ABOUT US

We are a community bringing together companies and individuals involved in Hokkaido's food industry.

Our secretariat is managed by the Sapporo Electronics and Industries Cultivation Foundation, an organization dedicated to fostering economic development by creating new industries and revitalizing the sector as a whole.

Our concept is "co-creation over competition."

Together, we achieve what a single company cannot do alone. We learn from one another, share knowledge, and support each other.

Our mission is to protect, expand, and further evolve Hokkaido food as a brand.

Our activities are proactive and cover a wide range of themes. We look beyond domestic markets to focus on international expansion and new sales channels, as well as product development, branding, and public relations.

ACTION

Regular Meetings
(Monthly)

Opportunities for information gathering, learning, and exchanging ideas around set themes. Members propose the themes themselves.

Member Events
(Irregular)

Domestic and international exhibitions, promotional events, and business meetings organized collaboratively by members. We work together to seize various opportunities.

Open Events
(Irregular)

Lectures and seminars featuring invited guests, open to non-members as well.



Publisher

 一般財団法人
さっぽろ産業振興財団

Planning / Editing / Design

IMPROVIDE Co.,Ltd.