

Morinaga Pioneer History

MORINAGA PIONEER HISTORY

<p>1899 Taichiro Morinaga opens a retail shop named Morinaga's Western Confectionery Shop</p> <p>1905 Angel registered trademark, symbolizing Morinaga's corporate vision, "We Offer Good Health with Delight and Taste."</p> <p>1912 The Company inaugurates Morinaga & Co., Ltd.</p> <p>1914 Sales of boxed Pocket-Sized <i>Milk Caramel</i> begin</p> <p>1918 Sales of the first domestically produced <i>Milk Chocolate</i> begin</p> <p>1919 • Launched sales of the first cocoa drink in Japan, <i>Milk Cocoa</i>. • Adoption of the 8-Hour Work Schedule</p> <p>1920 Production of <i>Dry Milk</i> begins, sales follow the next year</p>	<p>1923 Sales of <i>MARIE</i> Biscuits commence in Japan</p> <p>1930 Sales of <i>Manna</i> Teething Biscuits for babies begin</p> <p>1937 First "Morinaga Mother's Day Meeting" held</p> <p>1944 Japan's first domestically produced penicillin</p> <p>1954 Introduction of Japan's first biscuit oven</p> <p>1957 Sales of <i>Hotcake Mix</i> begin</p> <p>1959 First licensing contract concluded with Walt Disney Enterprises Inc. in Japan</p> <p>1960 • Launched a major media campaign pairing chocolate gift-giving with Valentine's Day • Sales of Japan's first domestically produced instant coffee begin • Training promotion facilities established concurrently with participation in the Bellmark Campaign</p> <p>1963 Sales of <i>Angel Pie</i> begin</p> <p>1964 Sales of <i>Hi-CROWN</i> chocolate begin, becoming a huge success</p>
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<p>1967 • Sales of <i>Chocoball</i> chocolate designed in <i>Kyoro chan</i> shapes begin • Sales of <i>CHOCO FLAKES</i> begin</p> <p>1969 Sales of <i>Hi-SOFT</i> begin</p> <p>1971 Sales of <i>Koeda</i> chocolate begin</p> <p>1972 Sales of <i>Choco Monaka</i> begin</p> <p>1975 Sales of <i>Hi-CHEW</i> candy begin</p> <p>1977 Import and sales of <i>Chupa Chups</i> candy begin</p> <p>1982 Sales of <i>Ottotto</i> snack begin</p> <p>1986 Announcement of new angel trademark with corporate identity</p> <p>1989 Sales of <i>ICE BOX</i> begin</p>	<p>1993 Sales of <i>Solid DARS</i> chocolate begin</p> <p>1994 Sales of <i>Weider in Jelly</i> begin</p> <p>1999 • Morinaga celebrates its 100th anniversary • First Little Angel Deserted Island Exploration conducted</p> <p>2000 All factories obtain ISO14001 certification</p> <p>2002 Sales of <i>Carré-de-chocolat</i> chocolate begin</p> <p>2004 Morinaga commences operations of <i>Hi-CHEW</i> candy in Shanghai</p> <p>2006 Gota Morinaga becomes chairman and Masayuki Yada becomes the Company's seventh president</p> <p>2007 Business alliance formed with Barry Callebaut</p> <p>2008 Morinaga America, Inc. established in the United States</p> <p>2009 Weider Division established</p>
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1899

● **Japan's Pioneer of Western Confectionaries**

When Morinaga founder Taichiro Morinaga returned to Japan from the United States in 1899, he brought with him the ambitious dream of "popularizing Western Confectionaries across Japan." He began making Confectionaries in a tiny workshop of less than seven square meters, and soon after started doing business with partner Hanzaburo Matsuzaki. Their business grew rapidly, making Taichiro Morinaga's dream a reality.

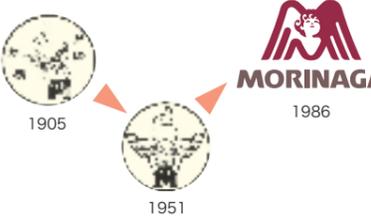


Taichiro Morinaga Hanzaburo Matsuzaki

1905

● **Origin of the Angel Mark**

The inspiration for the Angel Mark came from marshmallows that Taichiro Morinaga often made, which he referred to as "angel food." The Angel Mark has been renewed seven times since its inception, and the angel continues to serve as a symbol of Morinaga.



1905 1986

1914

● **Sale of Pocket-Sized Milk Caramel**

Launched in 1914 with a modern-day ad slogan, "Easy to take on the go," Pocket-Sized *Milk Caramel* was individually sold in paper boxes at that time. The product became a big seller, and since then, Morinaga has affectionately continued selling *Milk Caramel* in a yellow box like the original.



Original advertisement used on trains

1937

● **First "Morinaga Mother's Day Meeting" Held**

Morinaga established the Morinaga Honors Our Mothers Association in 1937, and collaborated with various other groups in an effort to promote the national observance of Mother's Day. In this way, Morinaga was instrumental in making a day of thanks for mothers a part of life in Japan.



1944

● **Japan's First Domestically Produced Penicillin**

In 1944, Morinaga, in conjunction with the Army Medical School of Japan, turned its attention to developing penicillin, becoming the first to produce it domestically in Japan. This achievement helped save the lives of many people injured during the war.



1954

● **Introduction of Japan's First Biscuit Oven**

In 1954, Morinaga introduced a 70m-long oven used to bake biscuits, a step that enabled the Company to begin volume production of high-quality biscuits.



1918

● **The First Domestically Produced Chocolate**

In an era when chocolate was an expensive imported product that seldom reached the average person, Morinaga imported new machinery, hired engineers from overseas, and started full-scale production of chocolate made with cacao beans, leading to sales in 1918 of the first milk chocolate produced in Japan.



Original advertisement

1919

● **Adoption of the 8-Hour Work Schedule**

Soon after its founding, Morinaga, after adopting uniforms and hats for its employees in 1904, led the industry in adopting an 8-hour workday in 1919. Since the end of World War II, the Company has been a pioneer in enhancing the workplace environment, and was among the first in the industry to establish health insurance unions, pension funds and other organizations for employees.



1920

● **Manufacture of Japan's First Domestically Produced Powdered Milk**

After starting a condensed milk business to ensure the supply of this secondary ingredient for its *Milk Caramel*, Morinaga successfully manufactured Japan's first domestically produced powdered milk. Sales of *Dry Milk* began in 1921.



1960

● **Movement to Promote Observance of Valentine's Day**

In 1960, Morinaga launched a major media campaign pairing chocolate gift-giving with Valentine's Day; a move that helped normalize the observance of Valentine's Day in Japan.



1994

● **Debut of Nozzle for Gelatin Drinks**

Weider in Jelly, a gelatin drink with a capped nozzle built into the package, was first sold by Morinaga in 1994. Since then, this packaging innovation has been used for a plethora of food products as it continues to generate a new market genre.



2000

● **All Factories Obtain ISO14001 Certification**

In 1998, the Oyama Factory became the first such facility in Japan's confectionery industry to acquire ISO14001 certification for instituting an environmental management system that satisfied the criteria for this international standard.

