



MADE
IN
HOKKAIDO
since 1976



白い恋人





Company Profile

Since its establishment in 1947, it has been aiming to produce confectionery that is widely acclaimed. Across oceans and language barriers, we convey the concept of "happiness" to the world.

Thanks to more than 40 years of love, the story of the North Country has been conveyed to the world through "White Lover".

Ishiya Confectionery was established in 1947. It started as a starch processing factory and has been with Hokkaido for more than 70 years. Shiroy Koibito was released in 1976 and has since become Ishiya Confectionery's enduring flagship product for 40 years.

High-quality raw materials produced in Hokkaido are used, and the low temperature and low humidity climate provides an excellent external environment for making confectionery. This has also become one of the secrets of the delicious confectionery produced in Hokkaido. As a result, confectionery produced in Hokkaido, centered on Shiroy Koibito, has been well received by domestic and foreign tourists.

白い恋人

Crossing language and geographical barriers,
the peace and happiness it advocates spreads to the world,
leaving laughter and memories for the world.



Origin

One December, the entrepreneur encountered heavy snow on his way home from skiing. He couldn't help but sigh that "White Lover fell from the sky", so this product got a gentle and memorable name.

About Shiroikoibito

Cat's Tongue Cookies are cookies with beautiful baking marks around the white cookies. The baking marks and crispness of the cookies are achieved by finely adjusting the temperature of the oven.

The white chocolate sandwiched between the hot cat's tongue cookies is a unique ingredient for Shiroi Koibito. The sweetness and smoothness of the chocolate sandwich goes well with the cookies, and this is how Shiroi Koibito, which has won the love of more than 40 years, is made.

About packaging

The mountain depicted on the Shiroi Koibito package is the beautiful Mt. Rishiri in Hokkaido. It is said that when the president visited Rishiri, he was moved by the mountains that looked like Switzerland, so he decided to make European-style pastries and painted the beautiful mountains on the package.

About material selection

Hokkaido is a representative food land in Japan. The raw materials of the desserts are also high-quality and delicious. The flour used in the cat tongue biscuits is produced in Hokkaido, and it is made from high-quality flour that is also a rare part of wheat. In addition, dairy products and beet sugar are also produced in Hokkaido. We use Hokkaido ingredients as much as possible and make full use of their advantages to serve you the unique taste of Hokkaido.





Product details

Product name: Shiroikoibito

Origin: Japan

Ingredients: wheat flour/white chocolate/milk/edible salt/eggs, etc.

Storage method: Store in a cool and dry place below 28° C, avoid direct sunlight

Shelf life: 180 days from the date of production

Mifuyu 美冬

Hokkaido famous fruit White Lovers, with a crispy texture, is one of the most popular souvenirs in Hokkaido.

In fact, the Ishiya Confectionery Company that manufactures Shiroi Koibito also owns another popular product - Mifuyu.

Between the fragrant butter and the crispy mille-feuille, there are layers of fillings with different flavors of blueberry, caramel, and chestnut.

Wrapped in a silky chocolate "coat". The moment you bite it, the aroma of chocolate spreads in your mouth.



Name

The name "Mifuyu (Japanese pronunciation MIFUYU)" is also because the three letters "M・F・U" are hidden in the French Millefeuille. In fact, this is also a kind of persistence. In addition, the current president's sister's name is also Mifuyu.

Connection with Hokkaido

Mifuyu is another masterpiece of Ishiya Confectionery Co., Ltd. after "Shiroi Koibito", a famous fruit from Hokkaido. It can be seen from the packaging that it shows "the beautiful winter scenery of Hokkaido".

How to eat

Chill slightly in the refrigerator before serving and serve with coffee or tea.

Mifuyu

If you have ever been to Hokkaido, you must have seen Mi-Fu-Yu next to Shiroi Koibito at a shopping mall counter. After dozens of flavor pairing tests, the chocolate craftsman finally decided on the three flavors of "white chocolate x chestnut", "black chocolate x blueberry", and "milk chocolate x toffee".





Product details

Product name: Midori

Origin: Japan

Ingredients: wheat flour/butter/white sugar/vegetable oil/lactose, etc.

Storage method: Store in a cool and dry place below 10° C, avoid direct sunlight

Shelf life: 149 days from the date of production

Snowman 雪人

Snowman Silky Cocoa Flavored Chocolate: Silky cocoa meets fragrant milk. The ratio of bitterness and sweetness is just right, creating a rich and smooth wonderful taste.

Snowman Sweet White Chocolate: Pure milk aroma, mellow milk flavor, unique sweet fragrance, three openings in the mouth, smooth texture, delicate and elegant.

Independent small bag packaging, enjoy delicious food at any time





Product details

Product name: Snowman

Flavor: Milk chocolate/white chocolate

Origin: Japan

Storage method: Store in a cool and dry place below 25°C, avoid direct sunlight

Shelf life: 12 months from the date of production



Shiroikoibito Specialty Coffee

This is an original coffee specially brewed to go with Shiroi Koibito. The acidity and bitterness are well balanced, and the mellow sweetness spreads in your mouth.

Please enjoy it with Shiroi Koibito.

Barcode: 4595986837048

Product name: drip coffee powder

Raw material: coffee beans (country of origin of coffee beans: Colombia/Brazil)

Content: 40g (8g×5 bags)

Expiration date: 365 days

Storage method: Avoid direct sunlight and store in a cool place

Number of boxes: 20

Expected retail price: 600 yen (tax excluded)