

会社概要

Company Outline



Now ideas for wellness
meiji

- ★1916年 「東京菓子株式会社」の名称で製菓会社を創業
1916 founded a confectionery company named "Tokyo Kashi Co., Ltd."
- ★1926年 明治ミルクチョコレート発売
1926 Launched Meiji Milk Chocolate
- ★明治ホールディングス株式会社 売上高 90 億ドル (約 1 兆 2000 億円)
Meiji Holdings Co.,Ltd. Revenue: 9 billion dollar (1.2 trillion yen)
- ★食品と医薬品の提供を通じて、健康な生活を支える
We support healthy lifestyles through the provision of food and pharmaceuticals

明治は創業以来、ミルクチョコレートやココア、牛乳、粉ミルクといった、毎日の生活に必要なさまざまな種類の商品を生み出してきました。
Since its founding, Meiji has created various types of products such as milk chocolate, cocoa, milk, and powdered milk, all of which are necessary for daily life.



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“Meiji The Chocolate”



- Tablet size : to be 3.5g for strengthen flavoring impact
- Packaging : to be Box / Individual wrap to broaden consumption scene

< Point of Insist >

1. Shape of tablet portion
2. Package



2. Insist on packaging

Created new logo to be unified both cacao pod and product name, to think about making sustainable cacao as “Meiji Cacao Support”. Designed to express motif the recycle as essential of sustainable on respective 4 packages, appealing passion for making cacao.



Butterfly
Express plentiful nature, coexistent with insects



Hands
Express making carefully and courteously



Locus of wind/light
Express farm land & wind, cultivated by sunlight



Leaf
Express cacao tree as origin

Chocolate Kouka Plus Cacao 72%

Contains cocoa flavanols, which increase good cholesterol



Chocolate Kouka Plus Cacao 72% 75g

This product is a functional food containing high levels of cacao flavanols, which increase good cholesterol.

Enjoy tasting the fruity sourness and fine bitterness derived from cacao.

It is tasty but easy way to take care of good cholesterol.

Target / Who:

Favors chocolate with health challenges related to cholesterol

※画像はイメージです。デザイン・サイズの仕様は変更になる場合があります。

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