

“Gokokuya” and “coneri” Going on Sale

Shunkado's first new brands since Unagi Pie 53 years ago



Shunkado Co., Ltd. (headquarters: Hamamatsu, Shizuoka, Japan; president and representative director: Yasuhiro Yamazaki) is releasing new brands for the first time since its key product Unagi Pie 53 years ago. The new brands are **“Gokokuya” and “coneri”**. They will each be released on July 20, 2014 at “nicoe (nee-koh-ay)”, newly opening in Hamamatsu, Shizuoka, at Shop No. 1. Online orders will also become available at the same time.

● A new brand concept starts to celebrate the 50th anniversary of Unagi Pie

In 2012, the 50th year since the birth of Unagi Pie, Shunkado wanted to look back at how to be together with people's lives as a confectionery and communicate unique values representative of Shunkado as a new culture and style. This was the start of the concept for the new brand launch.

Shunkado started as a Japanese-style confectionery in 1887. It valued continuing the tradition of Japanese sweet culture as well as ancient ways of harmony and mores of eating. As such, the project to launch new Japanese sweet brands with new concepts was, in a way, a return to origins. At the same time, Shunkado wanted to protect the artisan craftwork and feeling for making things by hand that is also an asset of the Unagi Pie brand, while daring to innovate to enhance its Western sweets division. Thus, Shunkado decided also to launch a new Western-style brand as part of this strategy.

From this were born two new brands: the smart Japanese sweet “Gokokuya” and the Western-style pastry specialty shop “coneri” where one can savor the taste of dough.

● Both brands share a philosophy: "Sweets are savory"

Unagi Pie was born from using its home Hamamatsu's famous eel as a nourishing ingredient for Western-style sweets. Now it has grown to be a brand that is loved by customers not only in Japan, but throughout the world as a handmade pastry confection representing Japan. The foundation of Shunkado's craft is being grateful for the natural blessings and ingredients that are special to the area to give a deliciousness and delight not found elsewhere, with the philosophy "Sweets are savory (nourishing and flavorful)."

The two new brands were developed based on this philosophy.

● Shop No. 1 at “nicoe”

The first shops for the new brands “Gokokuya” and “coneri” will be found at “nicoe”, the site opening in the Hamakita district of Hamamatsu, Shizuoka. Online orders will also become available at the same time.



Red Bean & Mixed Berry
155 g (¥756)

The gentle sweetness of fresh berry jam and homemade red bean paste.



Blueberry & Cream Cheese
145 g (¥756)

Blueberry jam and cream cheese go together superbly.



Orange Chocolate
140 g (¥864)

Orange lends a fresh fragrance and tang to bittersweet chocolate.



Salted Caramel
140 g (¥864)

Guérande salt is used from Brittany, the birthplace of salted caramel.



Sakura Shimp Tartar Sauce
125 g (¥864)

The Suruga Bay specialty sakura shimp, with their scent of the tides and rich savor, mixed with special mayonnaise.



Salt Koji Tomato Sauce
130 g (¥756)

A marvelous match of the classic Italian sauce and Japanese fermentation culture.

<**gift box**>

Gift boxes which combine pies and dips that go together superbly. Anyone should be happy to receive these well-stuffed perfect gifts.



gift box S size
(¥1,566)



gift box M size
(¥3,834)



gift box L size
(¥5,400)



coneri noppo
3 pcs (¥1,620)

<**Performance sales**>

nicoe is full of highlights in which one can observe the handcraft of artisans.

At coneri in particular, one can watch the preparation and finishing touches as the pie dough is crafted at the coneri chamber, and watch the pies being baked at the shop.



<**Take-out**>

Take out some fresh, hot pie! 《exclusive niceo items》



coneri chobi
8 pcs (¥378)

A munchy size such that one munch follows another. There are six kinds: Plain, Mikatahara Potato, Lake Hamana Aonori Seaweed, Beet Sugar, Barley, and Ginger.



chobi & dip
8 pcs (¥378)

A dip style is proposed which causes the deliciousness of pie to spread. With six kinds of chobi and six kinds of dip (Red Bean



coneri noppo (Plain)
1 pc (¥432)

A size that makes gladness swell as the mouth grabs on. The simplest coneri pie, with nothing added.



coneri noppo (Mikatahara Potato)
1 pc (¥540)

Pie baked with the Hamamatsu specialty of Mikatahara potato kneaded in is topped with coarse salt with a round flavor.

■ Gokokuya shop overview



Shop name	Gokokuya
Address	In niceo, 6-7-11 Somejidai, Hamakita-ku, Hamamatsu, Shizuoka, Japan
Opening day	Sunday, July 20, 2014: 9:00 am to 7:00 pm
Telephone number	053-587-7778 (starting Sunday, July 20, 2014)
Business hours	Mon–Sun 9:00 am to 7:00 pm (eat-in: last call 6:30 pm)
Eat-in menu	Yes
Seating capacity	15, including standing spaces
Reservations	No
Take-out menu	Yes

“Gokokuya” official website

www.gokokuya.jp (to open July 20, 2014)



■ coneri shop overview



Shop name	coneri
Address	In niceo, 6-7-11 Somejidai, Hamakita-ku, Hamamatsu, Shizuoka, Japan
Opening day	Sunday, July 20, 2014: 9:00 am to 8:00 pm
Telephone number	053-587-7778 (starting Sunday, July 20, 2014)
Business hours	Mon–Sun 9:00 am to 8:00 pm
Eat-in menu	No
Reservations	No
Take-out menu	Yes

“coneri” official website

www.coneri.jp (to open July 20, 2014)

■ Online sales

Online orders are to become available on July 20, 2014, at the “Gokokuya” and “coneri” official websites as shown above

Note: Not all products will be sold online

<Spokesperson, Shunkado Co., Ltd.>

Administrative Office, Shunkado Co., Ltd. (Mon–Fri 9:00 am to 5:00 pm)

Representative: Mina Iijima, PR Manager

Phone: 053-586-6767 Fax: 053-585-7789 Email: press@shunkado.co.jp