



富澤商店

COMPANY INTRODUCTION



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Message

“Appropriate business” is our starting point.

Our company, founded in 1919 in Machida City, Tokyo, started as a retail business. Today, we operate approximately 80 directly managed stores nationwide and primarily sell confectionery and baking ingredients through our online shop, serving both households and professionals.

We will sell these products responsibly, paying attention to "quality confirmation," "proper labeling," and "freshness management."

Thank you for your continued patronage.



Representative Director Jun Tomizawa

Jun Tomizawa

Company profile

Company Name	TOMIZAWA SHOUTEN Co., Ltd.
Representative Director	Jun Tomizawa
Address	Head office/ TamaWarehouse : 3-22-9 Oyamagaoka, Machida-shi, Tokyo 194-0215, Japan Hashimoto Factory : 1-26-20 Hashimoto-dai, Midori-ku, Sagami-hara-shi, Kanagawa 252-0132, Japan
Phone	Inquiry counter TEL : +81 570-001919 (Weekdays 9 : 00~12:00/13:00~17:00 Closed on Saturdays, Sundays, and holidays) Please be careful not to make the wrong call.
Founding	April 1, 1919
Company Formation	March 2, 1949
Capital	10 million yen
Number of employees	1,200 people (as of March 2024)
Business Contents	<ul style="list-style-type: none">● Operates specialty stores (physical stores and e-commerce sites) for confectionery and bakery ingredients, equipment, wrapping materials, dried foods, Japanese ingredients, nuts, dried fruits, superfoods, and ingredients from around the world, and wholesales to bread and confectionery specialty stores.● Product development of original ingredients, utensils, and wrapping materials● Import of original equipment and wrapping materials● Operation of manufacturing plants for confectionery manufacturing, food and foodstuff manufacturing, and bottling and canning manufacturing



(as of April 1, 2024)

Corporate mission



Bringing the joy of cooking to the world

We deliver a wide range of confectionery and bakery ingredients, including chocolates, nuts, and dried fruits, to households, bakeries, pastry shops, and professionals.

Our pride lies in our extensive selection, ranging from essential ingredients for confectionery and bakery to indispensable tools and wrapping materials.

We aspire to share the joy of cooking and the happiness of savoring it with people around the world. That is our wish.

Our history

- 1919..... Founding: First president Masao Tomizawa/Opened Machida main store
- 1949..... Company established, second president Tadashi Tomizawa appointed
- 1986..... Started opening stores in ODAKYU-department stores.
- 1990..... Headquarters relocated (Higashifuchinobe, Chuo-ku, Sagami City)
- 2000..... Online shop opened / Third generation president Ichiro Tomizawa appointed
- 2009..... Jun Tomizawa appointed as the fourth president
- 2013..... Head office relocated (Yurakucho, Chiyoda-ku, Tokyo)
- 2015..... Started selling TOMIZ products
- 2017..... Acquired business of confectionery equipment and materials specialty store "Cuoca Planning" and established kitchen studio "TOMIZ x cuoca STUDIO"
- 2018..... 100th anniversary of founding
- 2019..... Opened wholesale site "TOMIZ for Business"
- 2020..... Rental kitchen space "TOMIZ Community Space" opened at Tamagawa Takashimaya for the first time
- 2023..... Head office and logistics base moved to Tamasakai



About group companies



Chia sẻ cùng phát triển

HOANG LAN TRADING AND FOODS TECHNOLOGY JSC.



CIMEI Food Ingredients Sdn. Bhd.



Pastry Pro Sdn. Bhd.



Farina Việt Nam CÔNG TY TNHH THỰC PHẨM FARINA



Oregon Swiss foods Sdn. Bhd.

What's TOMIZAWA SHOUTEN ?

We are a manufacturing and retail company that handles confectionery and bread materials and equipment.

we offer a wide range of categories and production areas, including bread and sweets ingredients, utensils, tools, wrapping materials, spices, Japanese confectionery ingredients, Western ingredients, Japanese ingredients, beans, Chinese food, and ethnic foods.

We deliver a wide variety of items to customers at reasonable prices, centering on more than 8,500 high-quality ingredients



TOMIZAWA SHOUTEN's commitment

Until the TOMIZAWA SHOUTEN reaches the customer

Product storage and management



In order to deliver high-quality products to everyone's hands, we carry out thorough temperature and freshness control, and store and manage our products at our Hashimoto factory and Tama warehouse.

Production



We produce a variety of TOMIZAWA SHOUTEN products every day at our own factory, where our employees carry out sorting and bagging work by hand.

Picking and packing



Once the items are picked quickly and accurately, they are carefully bagged, packed, and boxed.

Delivery



We load carefully packed TOMIZAWA SHOUTEN products onto trucks and deliver them to customers across the country from our own distribution bases.

TOMIZAWA SHOUTEN's commitment

See it with your own eyes and
check it out with your own hands.

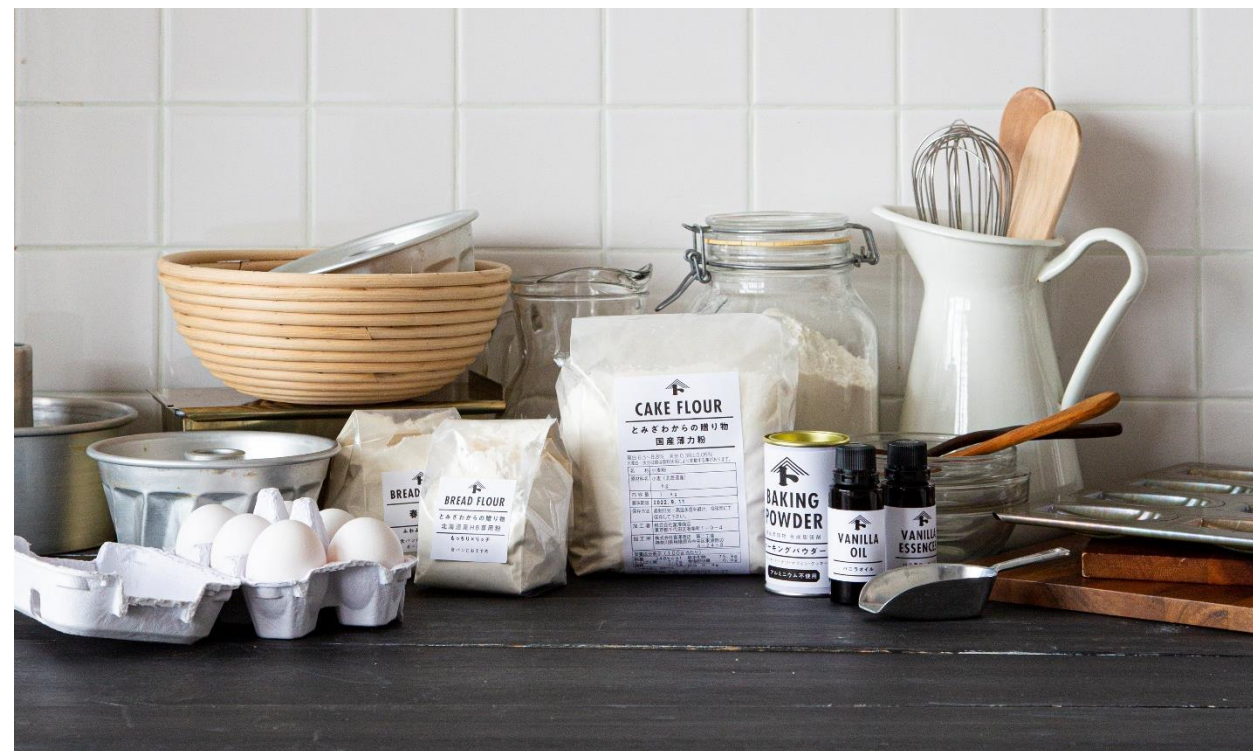
We don't buy anything that doesn't taste good.

Beans, dried fruits, nuts, etc. Even though they are made from the same raw material, if there are different ranks or grades of quality, we do not hesitate to purchase products of a higher grade.

We still value maintaining our commitment to quality and taste since our founding,
and building deeper relationships with our suppliers.

Now that communication technology has developed, it may not be in keeping with the times, but
it's worth meeting, seeing with your own eyes, and seeing for yourself.

This is the secret to maintaining high quality, and TOMIZAWA SHOUTEN 's greatest commitment.



Pursuing products chosen by professionals.

Products chosen by professionals are those that are of good quality, stable,
and reasonably priced.

Depending on the purpose, even professionals may use mass-produced
products or use expensive and rare products.

It is important that the price is appropriate for each quality, whether it is
high quality or general, so that professionals can use them properly.

Appropriate products that continue to be chosen by professionals are
products that we can confidently recommend to our customers.

We treat this as the most important thing.

About the products

Our great invention commercial materials used by professionals
into smaller pieces so that everyone could use them

all small portions
of confectionery and bread making ingredients Establishing the TOMIZAWA SHOUTEN of
“professional-grade materials available in small portions.”

Flour



Nuts



Dried Fruit



Chocolate



Dairy products



Mold and Cookware



Ingredients for cooking



Wrapping materials



About flour

We have a large selection of domestic and foreign wheat for confectionery and bread making.

Flour used by professionals in small portions



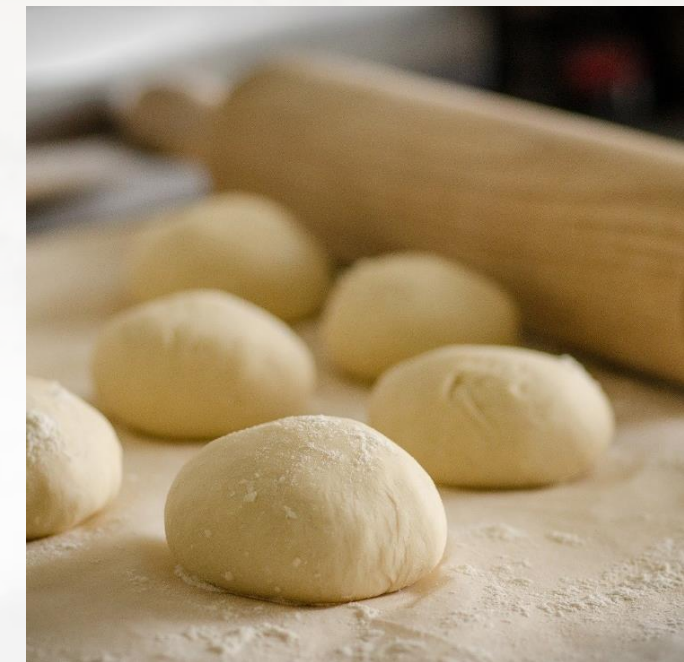
At TOMIZAWA SHOUTEN, we divide the flour used by professionals into small pieces that are easy to use at home and sell them.

Commitment to quality



We purchase agricultural products from local producers with whom we have built a strong relationship of trust since our founding, and then sort and bag them at our factory or a factory designated by our company.

All kinds of powders at TOMIZAWA SHOUTEN



In order to meet the needs of various confectionery and bread making materials, we are working hard every day to plan and develop new products.

About nuts

In addition to being used in confectionery and bread, we also carry a wide variety of nuts that can be eaten as is.

No. 1 in handling nuts



TOMIZAWA SHOUTEN carries over 170 types of nut products. You're sure to find the product you're looking for at TOMIZAWA SHOUTEN .

Thorough quality control



We carry out thorough distribution management until it reaches the customer, and we sell products that will make you want to eat them again.

It's delicious even if you eat it as is.



Nutritious nuts. Not only can you use it when making sweets and bread, but we also recommend eating the roasted type as a healthy snack.

About dried fruit

We have a variety of standards that are easy to obtain.

the amount you need,
just the amount you need



By packaging products in sizes that can be used for a variety of purposes, you can purchase only the amount you need.

Add your favorite fruits
to your favorite recipes



Dried fruits that brighten up your look. Find your favorite dried fruits at TOMIZAWA SHOUTEN .

Easy snacks
that are easy to eat



Highly nutritious dried fruits in easy-to-eat sachet sizes. Perfect as a small gift or to accompany you during your break.

About chocolate

We carry a wide variety of chocolates.

Focusing on easy-to-use standards



We develop products with easy-to-use standards, with the hope that you can use high-quality products in the best possible condition.

Delivering various chocolate recipes



TOMIZAWA SHOUTEN will support you from choosing the right chocolate for your purpose to introducing recipes.

Chocolate for confectionery that is delicious even when eaten as is

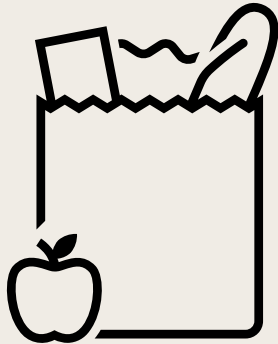


Some people even said that they ended up eating too much when they tried it. You will be surprised at the difference from regular chocolate.

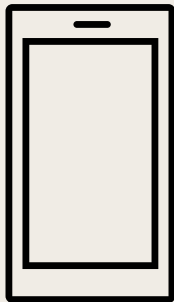
Business introduction

We primarily engage in seven business operations.

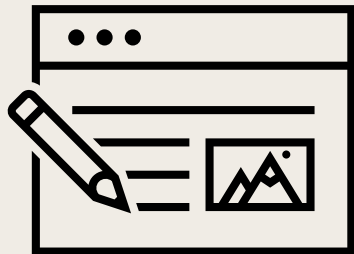
Store business



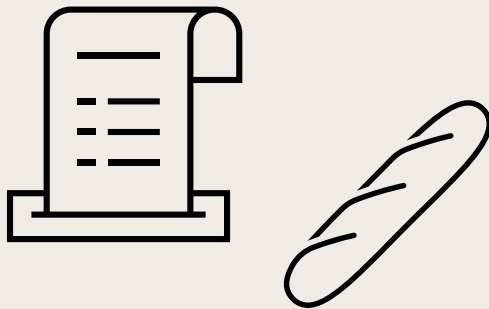
EC business
(BtoC)



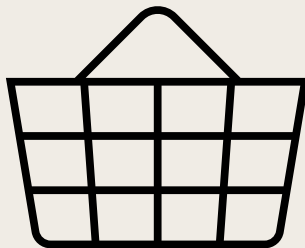
EC business
(BtoB)



**Raw materials
wholesale business**



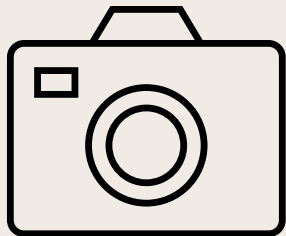
**Partner wholesale
business**



Studio business



**Content production
business**



Store business

We have approximately 80 directly managed stores throughout Japan.
We have stores in various commercial facilities, including our Machida main store,
and sell thousands of high-quality, carefully selected products, mainly confectionery and baking ingredients.



Our goal is to create a store that makes people want to go to TOMIZAWA SHOUTEN

Our professional staff will carefully explain the products, suggest products that meet your needs, and allow you to check the quality before purchasing. We also hold tastings and demonstration events, allowing you to experience the deliciousness and the joy of making food through a variety of food experiences.

TOMIZAWA SHOUTEN Some stores also have kitchen studios as community spaces.

One of the great attractions is that after purchasing TOMIZAWA SHOUTEN materials, you can use this kitchen space to try out molds and tools.

Store business



We offer a wide variety of highly specialized, high-quality products that cannot be found at other companies, allowing you to shop in one stop.

Our staff will help you resolve any problems or concerns you may have on the spot.

In order to have as many customers as possible become TOMIZAWA SHOUTEN fans, we are encouraged by the words of gratitude and emotion from our customers and are working hard to create a better store every day.

E-commerce business(BtoC)

We operate the official e-commerce site " TOMIZAWA SHOUTEN Online Shop" for individual customers such as those who enjoy making bread and sweets at home.



Bringing the joy of making bread and sweets closer to you anytime, anywhere, 24 hours a day, 365 days a year

With our motto of user-first operations, we utilize the latest technology to provide a more enjoyable shopping experience that not only allows for speedy shopping, but also offers new discoveries similar to shopping at a physical store.

We boast a wide product lineup of over 8,500 SKUs, and our strength is our prompt service, in which orders placed by 12:00 noon are generally shipped the same day and delivered to customers the next day at the earliest.

Features of TOMIZAWA SHOUTEN online shop

- We handle over 8,500 types of products, mainly confectionery and bread making ingredients, from Japanese, Western, and Chinese ingredients to spices and cooking utensils.
- Orders available 24 hours a day, 365 days a year
- As a general rule, orders placed by 12:00 will be shipped the same day.
- Some commercial standard products available



E-commerce business(BtoC)

In addition, through feature pages, videos, and e-mail newsletters, we provide information that will enrich our customers' bread and sweets making lives, such as comparing the characteristics of ingredients and recommended seasonal recipes.



楽天市場に出店中!
Rakuten

amazon

Y! ショッピング

d ショッピング

We want to deliver TOMIZAWA SHOUTEN to more customers.

In order to spread the appeal of TOMIZAWA SHOUTEN to those who do not yet know it, and to have them pick it up, we will be selling carefully selected TOMIZAWA SHOUTEN products on major e-commerce malls such as Rakuten Market, Amazon, Yahoo! Shopping, and d Shopping. We deliver it to our customers.

E-commerce business(BtoB)

We operate a commercial e-commerce site, " TOMIZAWA SHOUTEN Wholesale," where individual business owners to corporations can order confectionery, baking materials, and wrapping materials for commercial use.



A user-first site that is easier to use with convenient services for BtoB customers

With a wide variety of products unique to TOMIZAWA SHOUTEN , you can order a wide range of products at corporate prices, from small quantities to commercial specifications, depending on the purpose. The site has been designed to be easy to use even for those who are not familiar with digital technology, and orders can be completed by simply entering the required quantity while referring to a list of past purchases, just like in a traditional ledger.

Features of TOMIZAWA SHOUTEN wholesale

- As a general rule, orders placed by 12:00 will be shipped the same day.
- No need to submit documents for individual business owners to corporations
- Offered at corporate membership prices
- Trial purchase possible
- Complete your order in as few as 3 steps



E-commerce business(BtoB)

We have prepared a variety of benefits and features for corporate customers to use more conveniently and advantageously.

Four features of TOMIZAWA SHOUTEN wholesale

Free shipping for orders over 9,980 yen!
Same-day shipping at the earliest



The quickest 3-step purchase from the purchase order function



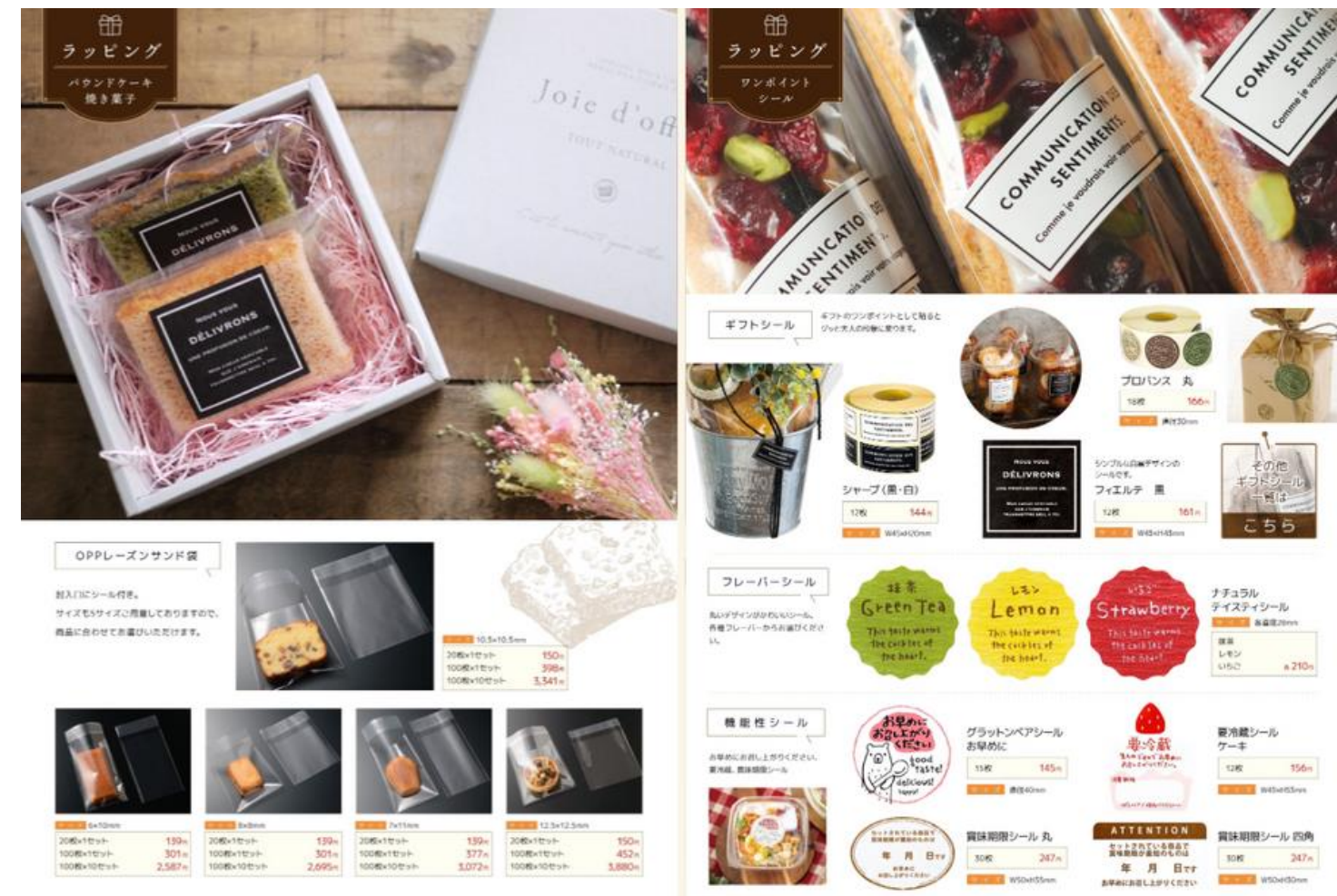
Exclusive to wholesale sites!
loyalty program

MAX 5% OFF

Trial purchase available at 50% OFF

50% OFF

TOMIZAWA SHOUTEN wholesale web catalog



E-commerce business(BtoB)

We operate this Bake Job, which is designed for pastry chefs and cooks.

Confectionery/Bread specialty recruitment site

Bake Job



We post job information for more than 2,000 popular bakeries, patisseries, hotels, and popular cafes nationwide, mainly in the Kanto region where our head office is based. Because TOMIZAWA SHOUTEN has a deep understanding and track record of the confectionery and bakery industry, we are able to appropriately match job seekers with jobs in the confectionery and bakery industry.

Features of Bake Job:

- Reasonable and simple listing fees
- Pages with simple design and rich information
- Matching with job seekers who have high interest and enthusiasm
- Simultaneous posting on indeed/Google job search
- Easy online management of applications, job postings, and applicant confirmations



Raw material wholesale business

We wholesale high-quality commercial products to professional users in bakeries, Western confectionery stores, cafes, and Japanese confectionery stores, mainly in the Kanto area.



We will continue to provide a stable supply of high-quality materials as a reliable partner that we can work with for many years to come.

We have been engaged in wholesale since our founding in 1919, and are the core division of TOMIZAWA SHOUTEN which handles quality products used by professionals. We provide stable quality and safe and secure products, from standard confectionery and bread products to niche products.

Because we carry out everything from purchasing to manufacturing and sales at our own factory, we are able to consistently deliver high-quality materials that even professionals can appreciate.

Delivery is mainly done by route delivery using our own trucks, and we currently operate 13 routes. In addition, we also ship nationwide by courier.



Raw material wholesale business

We hope to continue to provide highly satisfying value by responding flexibly to the new era while maintaining the trust we have built as a long-established company

Support from product knowledge and experienced sales staff



We don't just sell products, we inherit the in-house product knowledge that we have cultivated over many years to provide the best proposals to our customers.

On the other hand, by systematizing the ordering method, we are able to manage and confirm purchasing records at a glance, achieving both analog human services and digital efficiency.



Based on our company's philosophy of "appropriate business practices," we deliver "the happiness of tasting delicious food" to as many people as possible, along with our customers who are professional chefs, by stably providing high-quality ingredients. I think I can.

Partner wholesale business

We wholesale TOMIZAWA SHOUTEN products



Shifting the confectionery and baking ingredient sections of supermarkets across the country from "shelves for stocking products" to "shelves for selling"

We operate a business that introduces and expands the products of Tomizawa Shoten not only in our directly managed stores but also in supermarkets nationwide, through shelves or dedicated sections. From small-scale introductions focused on specific categories to large-scale introductions as Tomizawa Shoten corners, we can flexibly accommodate various needs. Currently, our products are introduced in retail stores across Japan, from Hokkaido to Kyushu.

▼ Before introduction

We will provide flexible product selection and planogram proposals according to your requests.

▼ After introduction

Based on our sales results, we will make suggestions for product revisions and abolitions, as well as information about seasonal products.

Partner wholesale business

What TOMIZAWA SHOUTEN can provide



✓over 100 years of experience as a store specializing in confectionery and baking materials , we are well known in that field and can appeal to the target audience in your confectionery and baking materials department.

✓Our lineup of high-quality products used by professional pastry chefs and bakers will satisfy customers who are particular about the ingredients they use.

✓an overwhelming product lineup of over 8,500 SKUs , you can create a confectionery/bread making materials department that suits the characteristics of your company.

✓Utilizing sales data from our stores, we will timely suggest seasonal best-selling products.

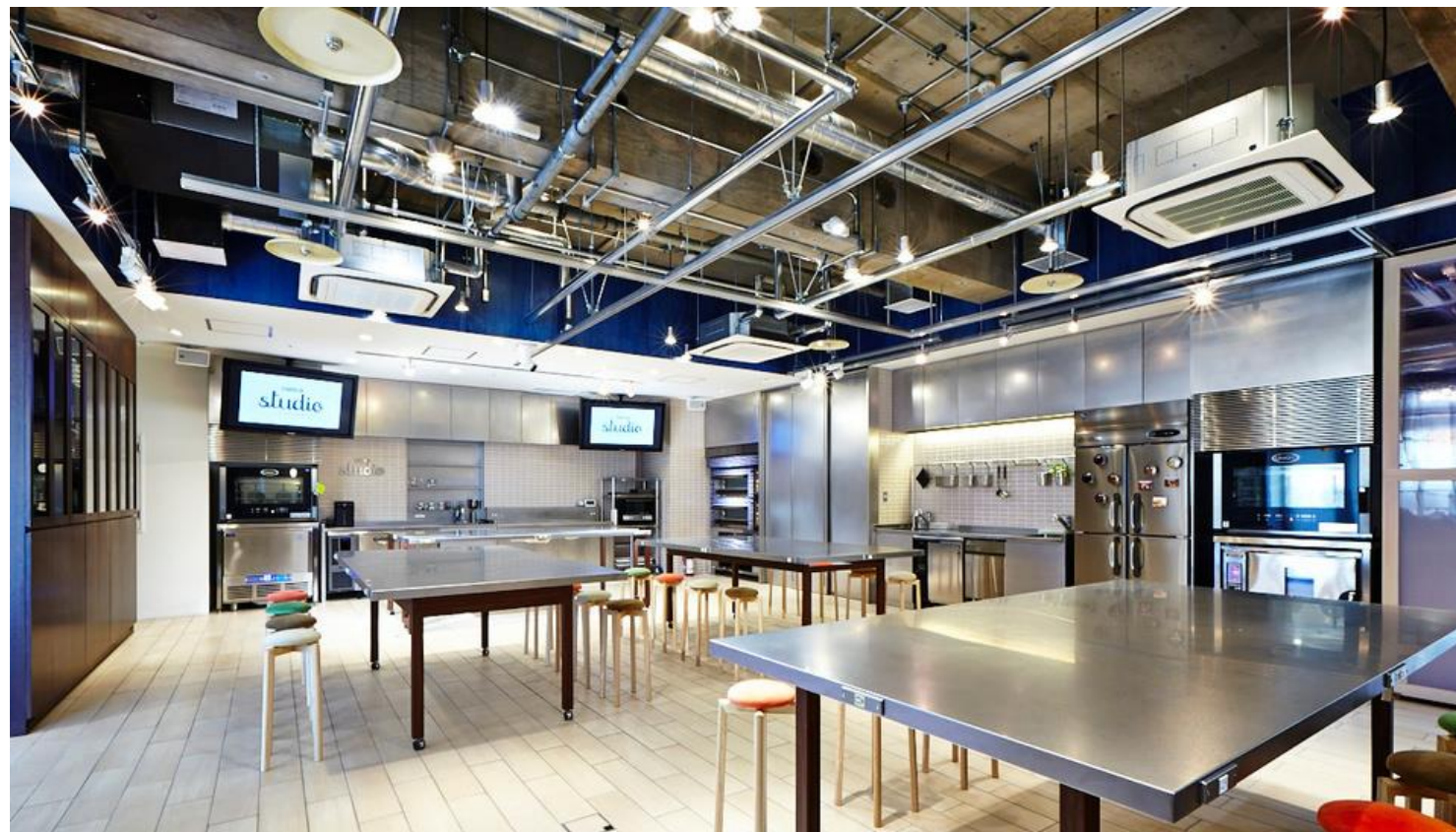
✓In addition to the areas where we have stores, we have e-commerce customers all over the country, and you can expect them to visit your store after implementing it at your company.

✓We will revitalize the sales floor by providing promotional materials such as confectionery and baking recipe cards and POP that match the same season as those used in our stores



Studio business

We operate “TOMIZAWA SHOUTEN x cuoca STUDIO”, a “coveted class that cannot be booked” where you can make sweets, bread, and dishes just like in a restaurant at home using our high-quality ingredients and equipment.



We respond to our customers' desires to 'try making it!' and 'become skilled!'"

The instructors who are in charge of the lessons are elite, who have studied in patisseries, boulangeries, vocational schools, etc. The biggest appeal of this studio is that you can enjoy the satisfaction and satisfaction of face-to-face meetings where you can solve problems that cannot be understood from videos alone.

Instructors (We have an additional 14 people on staff.)



Store business



- Number of registered members: Approximately 12,000 people
- Approximately 8,000 participants
- 8,500 Overwhelming product lineup that exceeds SKUs
- 100 lessons in 40 types every month.
- From the first session, you can enjoy a wide variety of sweets, bread, and other dishes according to your convenience and interests.
- Professional staff will be in charge of preparing materials and cleaning up afterwards, so you can concentrate on learning in a spacious and comfortable environment with a small group of only 6 people.

We consider customer requests, the number of customers waiting (waiting for cancellations), the season, trends, etc., and we communicate with the instructors to consider the lesson content, etc., so that the lessons are a good time for the instructors.

Content production business

In order to increase customer satisfaction, we develop a variety of food-related content, including developing original recipes, videos, and images.



“Food” content that only TOMIZAWA SHOUTEN can provide

TOMIZAWA SHOUTEN has been developing recipes with a focus on the quality of recipes that anyone can easily create like a professional. Because we have been handling products chosen by professionals for many years, we are able to develop recipes that truly make use of the ingredients and take photos and videos.

When it comes to photo shoots and events, TOMIZAWA SHOUTEN staff will be involved from the beginning and will solve problems according to the customer's wishes.



Content production business

By making full use of the know-how that TOMIZAWA SHOUTEN has accumulated over many years, we help promote products and companies by developing original recipes, creating videos, web pages, etc. according to customers' desired ingredients, themes, and corporate concepts.



<Production results>

- ~Masuda Flour Mill~ Request for PR for Tokutakaragasa/Takaragasa de Nord
- Video shooting/editing
 - WEB page creation
 - recipe development
 - Sampling etc...

The “Takaragasa” series is famous as the highest grade of industrial confectionery flour. We received a request from Masuda Flour Milling Co., Ltd. to create videos and content for the purpose of increasing awareness in BtoC. We provide technical support from our exclusive pastry chef from the planning stage to the day of the shoot. During filming and editing, we were conscious of chic and luxurious lighting and camera work that matched the brand image of the Takaragasa series.

In addition to photographers, stylists, video editing staff, etc., we can also create content by assigning appropriate personnel from among chefs, food researchers, and creators connected to TOMIZAWA SHOUTEN . We also accept requests for the development of recipes for use in photo shoots and events, as well as PR plans to introduce the created content on our website.

富澤商店

Inquiry counter

✉: info@tomizawa.co.jp

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More details about our company can be found on our official website.

