

母惠夢本舖

P O E M E



The Setouchi specialty "Momoemu" was born in the warm climate of Setouchi. It was born in 1949, shortly after the war, when it was still a Japanese confectionery shop "Kumi-po Gonta", and was sold under the name of "butter manju".

The manju made by wrapping egg yolk filling in biscuit dough made with a lot of butter and baking it was considered a very luxurious confectionery at the time and was well received.

In the late 1950s, the founder Okada Untaro's Tokyo painter friend tasted this "butter manju" at the time and said, "This is a poem." The painter friend must have felt the poetic feeling from the taste of the confectionery.

Later, the sound of "poem" was converted into the Chinese characters "mother", "hui", and "meng", and the name "Momoemu" was born.



母恵夢本舗

POEME

Born in the warm climate of Setouchi, "Mother's Dream" grew up poetically. This is a creative wagashi that combines the elegant taste of wagashi with the mellow flavor of Western confectionery through a unique production technology.



母恵夢本舗

MINI POEME

Born in the warm climate of Setouchi and growing up full of poetry, "Moe Dream". This is a creative wagashi that combines the elegant taste of wagashi with the mellow flavor of Western confectionery through unique production techniques.



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FRUITS OF SETOUCHI FRUIT TREES - BELL SONG

The scenery of Setouchi matches the color of mikan. Fruits are plentiful under the refreshing breeze and gentle sunshine. "Setouchi Fruit Tree Fruit Bell" is a Setouchi-produced cat tongue cracker sandwiched with white chocolate containing Kiyomi oranges.



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CARAMEL-FLECKED SANDWICH COOKIES

Rich milk chocolate is wrapped in caramel that melts in your mouth, and then sandwiched with crispy almond cookies. Sunny, lively, friendly, and sometimes a little shy, this cute Dalmatian dog (dalmatian) image snack is called "Caramel Spot Sandwich Cookies".