

MILK  
BATON  
HOKKAIDO





# About us

\*\*MILK BATON\*\* is a new brand from the Hokkaido Development Group. With the mission of “Moving forward into the future together with Hokkaido and the world,” we strive to grow and innovate.

We meticulously select high-quality local ingredients and pursue a unique “texture” like no other.

Utilizing advanced Japanese production techniques, we ensure both the taste and nutritional value of our products.

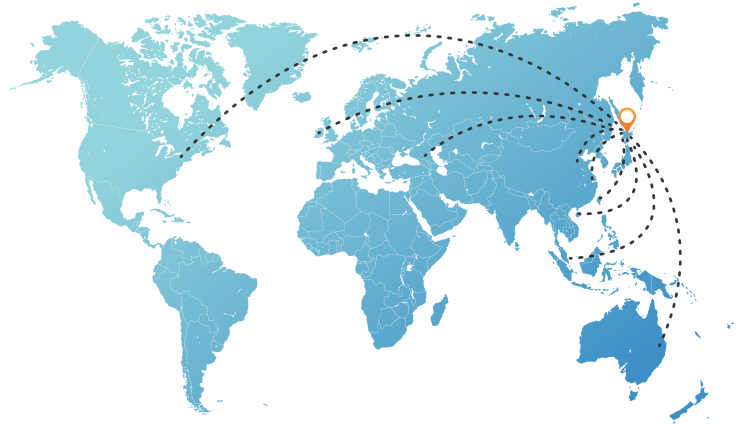
With uncompromising dedication, we bring you desserts that are both delicious and healthy.

# About us

## Meaning

The meaning it conveys.

The meaning and concept of "BATON" in MILK BATON.



### Relay baton

"BATON" symbolizes the relay baton in a relay race. It represents the concept of "connection" that we deeply value.

1:Connecting Producers to Consumers: We deliver fresh milk produced by Hokkaido dairy farmers directly into the hands of consumers through our efforts.

2:Intergenerational: Our goal is to create products that can be passed down to future generations while maintaining high quality and taste.

3:Connecting Regions to the World: By sharing the high-quality resources of Hokkaido both domestically and internationally, we bridge the gap between local communities and the world.

### A relay baton that passes on a sustainable future.

"BATON" is also a symbol of sustainable efforts, which will continue into the future to build a sustainable society.

1:Environmental Protection: We adopt environmentally friendly methods in the production of our products, passing on a rich and healthy Earth to future generations.

2:Reducing Food Waste: We promote the effective use of surplus milk and continue our efforts to reduce food waste.

### Unity and collaboration

"BATON" is a symbol of unity and collaboration.

1:Collaborating with Local Communities: Our goal is to foster economic growth across the region by working closely with local dairy farmers and businesses.

2:Building Trust with Consumers: We place great importance on establishing trust with consumers and growing our brand together with them.

### "MILK BATON" brand idea

The "BATON" in MILK BATON embodies our philosophy and vision.

It goes beyond the meaning of each product, symbolizing our responsibility to the local community, the environment, and the future, as well as our commitment to building a sustainable society.

By taking up this "baton," we hope to allow consumers to feel the same sense of responsibility, working together, growing together, and progressing together.

MILK BATON will pass this "baton" to the next generation, the next region, and the next consumer, contributing to the creation of a better future.

# About us

## Concept

Brand Philosophy



### Using Hokkaido's rich milk resources to make desserts.

MILK BATON's sub-brand, \*\*MILK BATON HOKKAIDO\*\*, specializes in creating desserts using Hokkaido's fresh and rich milk. Our mission is to utilize the finest milk produced in Hokkaido's natural environment to deliver safe, reliable, and delicious desserts for everyone.



### The policy of social responsibility activities aims at "sustainable development" as its goal.

MILK BATON is actively working towards achieving the Sustainable Development Goals (SDGs). We are particularly focused on the following goals:

- 1:Zero Hunger: By strengthening partnerships with local dairy farmers and promoting fair trade, we support the development of the local economy.
- 2:Responsible Production and Consumption: To reduce food waste, we make effective use of milk that is often discarded, turning surplus milk into desserts.
- 3:Take Urgent Action to Combat Climate Change: We are committed to reducing carbon emissions by adopting eco-friendly manufacturing processes and installing energy-saving equipment.



### Aiming to actively address milk-related issues.

In Japan, a significant amount of milk is wasted due to supply and demand imbalances. MILK BATON takes this issue seriously and has implemented the following specific measures:

- 1:Collaboration with Local Dairy Farmers - Promoting the use of surplus milk and contributing to the stable income of dairy farmers.
- 2:Product Development - Developing new recipes that use milk and stimulating demand to help reduce milk waste.
- 3:Consumer Education - Conducting activities to raise awareness about the importance of milk and the necessity of sustainable consumption.



### Brand Value

MILK BATON aims to share the wonders of Hokkaido milk across the nation and become a beloved brand among consumers. By focusing not only on deliciousness but also on sustainability and contributing to local communities, we will continue to create value for society as a whole.

Let's experience the richness of Hokkaido milk through our products and work together to build a sustainable future.





## Product Information :

Product Barcode:	4582769390241
Product Name:	MILK BATON Waffles Strawberry (Pack of 5)
Ingredients:	Coated Chocolate (Vegetable Oil, Sugar, Whole Milk Powder, Cocoa Butter, Lactose, Strawberry Powder) (Made in Japan), Wheat Flour, Sugar, Vegetable Butter, Whole Egg Liquid, White Chocolate, Milk, Sugared Egg Yolk (Egg Yolk, Sugar), Glucose / Leavening Agent, Emulsifier, Colorants (Beet Red, Gardenia), Flavoring, Acidulant, Mannitol, (May contain Milk, Wheat, Eggs, Soybeans)
Best Before:	180 days
Product Size:	122mm x 264mm x 30mm
Quantity per Box:	48 pieces per box
Storage Method:	Room temperature
Country of Origin:	Japan
Suggested Retail Price:	1,065 JPY(excluding tax)





## Product Information :

Product Barcode: 4582769390210

Product Name: MILK BATON Waffles Chocolate (Pack of 5)

Ingredients: Coated Chocolate (Sugar, Vegetable Oil, Cocoa Powder, Cocoa Mass, Lactose) (Made in Japan), Wheat Flour, Sugar, Margarine, Whole Egg Liquid, White Chocolate, Milk, Sweetened Egg Yolk (Egg Yolk, Sugar), Glucose / Leavening Agent, Emulsifier, Flavoring, Trehalose (Contains Milk, Wheat, Eggs, Soybeans)

Best Before: 180 days

Product Size: 122mm x 264mm x 30mm

Quantity per Box: 48 pieces per box

Storage Method: Room temperature

Country of Origin: Japan

Suggested Retail Price: 1,065JPY(excluding tax)





## Product Information :

Product Barcode: 4582769390227

Product Name: MILK BATON Waffles Matcha(Pack of 5)

Ingredients: Coated Chocolate (Vegetable Oil, Sugar, Whole Milk Powder, Cocoa Butter, Skim Milk Powder) (Made in Japan), Wheat Flour, Sugar, Margarine, Whole Egg Liquid, Matcha, White Chocolate, Milk, Sweetened Egg Yolk (Egg Yolk, Sugar), Glucose / Leavening Agent, Emulsifier, Colorants (Yellow 4, Blue 1), Flavoring, Trehalose (Contains Milk, Wheat, Eggs, Soybeans)

Best Before: 180 days

Product Size: 122mm x 264mm x 30mm

Quantity per Box: 48 pieces per box

Storage Method: Room temperature

Country of Origin: Japan

Suggested Retail Price: 1,065 JPY(excluding tax)





# Related Products

# THE WAFFLE

"Product Image MILK BATON WAFFLE





THANK YOU FOR  
YOUR APPRECIATE!



<https://www.hdgroup.jp>



Hokkaido Development Group Inc.  
北海道開発グループ