



WELCOME TO HINOMOTO CEREALS FLOUR MILLING CO., LTD.

HINOMOTO CEREALS FLOUR MILLING CO., LTD. established in 1887 is a leading RICE FLOUR solutions company. We produce GLUTINOUS RICE FLOUR, NON-GLUTINOUS RICE FLOUR, ALPHATIZED GLUTINOUS RICE FLOUR and ALPHATIZED NON-GLUTINOUS RICE FLOUR that are used by customers everyday who make WAGASHI (Japanese confectionery), cake and bread.

MESSAGE FROM PRESIDENT

For centuries the Japanese have enjoyed WAGASHI (Japanese confectionery) in their daily lives, especially during seasonal festivals. The Japanese developed a WAGASHI culture in which the following products evolved: Sakura Mochi is a glutinous rice cake filled with bean jam and wrapped in a cherry leaf for the Doll's Festival in March, Kashiwa Mochi is a non - glutinous rice cake filled with bean jam wrapped in an oak leaf for the Boy's Festival in May, Ohagi is a glutinous rice dumpling covered with bean jam which is offered during Buddhist services that are performed during the equinoctial week, and Tukimi Dango is a rice dumpling that is offered to the harvest moon.

HINOMOTO CEREALS FLOUR MILLING CO., LTD has played an important role in this tradition through the manufacturing and marketing of RICE FLOURS for more than 130 years. We have observed this time-honored tradition, and have always responded quickly through rapid innovations and development of our equipment, technologies and human resources to satisfy the demands of Japan's diversifying food culture.

We accept our many customers' challenges by providing innovative ideas and highly technological skills, creating value for each customer.

As a traditional food company playing a significant role in the development of a food culture in Japan, our mission at HINOMOTO CEREALS FLOUR MILLING CO., LTD. is to harness our energy to develop solutions that our customers from all over the world require.

Hiroshi Kuroda

President



WAKONA

WAKONA is our brand name. "WA" means harmony and Japanese tradition and "KONA" means rice flour. Our brand name shows our idea that our products are built on good relationship with customers, partnership with rice growers and unity of our company members.



WAKONA

PRODUCT LINE

We would like to introduce some of our typical products as follows. We can provide each solution to each customer, please feel free to contact us.

KYO-JOYOKO

KYO-JOYOKO is NON-GLUTINOUS RICE FLOUR made from carefully selected short grain non-glutinous rice (Uruchi Rice).

It is mainly used to make Joyo-Manju which is a top-quality rice cake filled with bean jam.

KYO-JOYOKO provides excellent flavor, a beautiful white luster and smooth texture to the Joyo-Manju.



HABUTAEKO

HABUTAEKO is fine GLUTINOUS RICE FLOUR made from carefully selected short grain glutinous rice (Mochi Rice).

It is mainly used to make a top-quality rice cake such as Habutae-Mochi.



KANBAIKO

KANBAIKO is alphasized GLUTINOUS RICE FLOUR that is obtained by grinding, steamed, kneaded and roasted premium glutinous rice (Mochi Rice).

It is mainly used to make coated beans and peanuts (Mame Gashi).





SOIE LISSE

SOIE LISS is fine NON-GLUTINOUS RICE FLOUR made from carefully selected short grain non-glutinous rice (Uruchi Rice).

It is mainly use to make a bread and sponge cake.



SOIE DOUCE

SOIE DOUCE is NON-GLUTINOUS RICE FLOUR made from carefully selected short grain non-glutinous rice (Uruchi Rice).

It is mainly use to make a cookie.



SOIE MOCHIKO

SOIE MOCHIKO is GLUTINOUS RICE FLOUR made from carefully selected short grain glutinous rice (Mochi Rice). It can provide elasticity to bread dough.

CONTACT US

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