

Yume Confectionery Workshop, Ltd.

as of March 15, 2025

Shinji Okamoto, President and Representative Director

Born on May 28, 1974



The origin of Japanese confectionery began with the culture of steamed buns introduced from China. In Japan, where it was not customary to eat meat at that time, red beans were used instead of meat to develop bean paste. In Japan, yokan is a sweet snack made from azuki beans, but as its name suggests, it is thought to have originated from “sheep's broth” (hitsuji no atsumono), which was originally made from stewed meat.

It can be said that this was also a result of adapting the food culture from mainland China to the Japanese food culture of the time. From these facts, I believe that the Japanese wagashi culture would not have been created without the Chinese culture.

I wonder if there is a parent-child relationship between these confections. Currently, I have been invited by people in China, France, the Philippines, Korea, Germany, and other countries to teach wagashi in those countries.

In Japan, I am also in a position to provide guidance to professional Japanese confectioners and large confectionery companies, so I hope that my skills can be of some help.

Yume-Kashi Kobo Itoyo is a Japanese confectionery located in Yokkaichi, Mie Prefecture. It was founded on August 8, 1948.

On August 8, 1948. We have been in business for 75 years this year.

Its specialty is Mitarashi dumplings, of which 2,000 are sold daily. We also sell dorayaki and many other Japanese sweets.

Every year, we receive some media coverage and have appeared on many TV programs.

While running the store, I also teach part-time at elementary, junior high, and high schools, universities, and vocational schools, and most often during the year I teach professional confectioners.

■Website

<https://www.kotoyo.jp/> (domestic)

<https://www.kotoyo-wagashi.com/> (5 languages)

■Major Awards

- *New Year Confectionary Contest by Meiwa-kai: Grand Prize 3 times, Excellence Prize 7 times, Technique Prize 4 times.
- *Aichi Prefecture Governor's Award
- *Wakayama Prefecture Governor's Award
- *Gold Prize in the Bonkei Confectionery Category of the All Japan Confectionery Research Association Technical Contest
- *Mie Prefecture Confectionary Technology Contest, Grand Prize in the Crafted Confectionary Division, Grand Prize in the Fresh Confectionary Division
- *National Confectionary Exposition, Kumamoto, Craft Award
- *National Confectionary Exposition, Himeji, Craft Award
- *National Confectionary Exposition, Hiroshima, Craft Award
- *National Confectionary Exposition, Mie, Craft Award
- *National confectionery technician of the first class in the national examinations.
- *Yokkaichi Excellent Technician in 2019

■Positions

- *Chairman of the Gifu Hachishoukai
- *Director of the Mie Confectionery Industry Association
- *Director of the Mie Confectionery Industry Association Youth Division
- *Director of the Technical Information Department of the Meiwa-kai
- *Part-time lecturer at Shubun University's confectionery creations department
- *Part-time lecturer at Humanitech Culinary Confectionery School
- *Technical advisor to Cherie Co.
- *Ambassador of Yokkaichi hometown tax returns “Takumi no Meisho
- *Technical Advisor, Kakizen Fleg Egg Egg Farm Co.
(From September 2023)
- *Technical Advisor, Hangzhou Huihe Foods Co., Ltd (since December 2023) Advisor, Kanekawa Trading (since December 2023)
- *External Lecturer at Tokyo Confectionery School
- *Lecturer at Seven-Eleven Japan Japanese Confectionery Development Department (February 2024-)

★Achievements

- 1997: Awarded the Aichi Prefecture Governor's Prize
- June 1998: Shinji Okamoto, the third generation, completed his training at the confectionery shop Omiya in Toyota City (about 6 years).
- February 2002: Participated in TV Tokyo's “TV Champion Japanese Confectionary Championship. He made four more appearances and won the runner-up prize in the final TV Champion's final special.
- April 2003: Appointed as a part-time lecturer at Shubun University (formerly Ichinomiya Women's Junior College) in the Japanese confectionery department.
- August 8, 2003: Shinji Okamoto, the third generation “Okamoto Shinji” incorporated and assumed the position of representative director of

“Yume Confectionery Kobo Yoshiyo Co. May 2004: Grand Prize for Craft at the National Confectionary Exposition Kumamoto.

- October 19, 2004 The main store was renovated.
- February 2007 Won the “Monthly Cafe Sweets Cake Muffin Contest” prize.
- May 2008 National Confectionary Exposition, Himeji, Japan, Craft Grand Prize.
- February 2013: Wagashi instructor in **France**.
- May 2013 National Confectionary Exposition, Hiroshima Competition, Craft Grand Prize.
- February 2014: Created 9 types of yuru-chara in Mie Prefecture at the request of Mie Prefecture. Began selling at Tomeizaka Gozaisho SA.
- August 2014 “Shinji Okamoto” was certified as a “Selected Wagashi Craftsman” by the National Wagashi Association, which certifies excellent wagashi craftsmen.

(There are 120 certified wagashi craftsmen in Japan. (Of the 120 people certified nationwide, 3 are from Mie Prefecture.)

- October 28, 2014: Opened the second store, “Yume Kashi Kobo Itsuyoshi Shiraume-no-oka Store”. February 2015, “Shinji Okamoto” was appointed as a director of the Mie Confectionery Industry Association.
- May 9-17, 2016 Wagashi instructor in France and Germany as a member of “Seiyukai” August, 2016 Wagashi instructor in Dalian, China
- Jan. 2017 Interviewed by Governor Suzuki in the January issue of Prefectural Government Mie
- February 2017 Appointed as Team Wagashi Mie Prefecture representative
- April 21 - May 14, 2017 Oise-san Confectionary Expo 2017 Honorary President, Her Imperial Highness Princess Akiko, appointed as a guide.

Participated as an operator for 24 days during the exhibition. Received the Craft Award for the giant symbolic crafted confectionery and individual work, “Shofuku Rai Mie” and “Yuso. Received the Minister of Agriculture, Forestry and Fisheries Award for “Kumquat Shizuku.

Gold Confectionery Award: Zen Yomogi Flavor, Yokkaichi Dorayaki Rusk (Black), Yokkaichi Dorayaki Rusk (White), Yokkaichi Dorayaki Delicious, Dream Yokkaichi Brown Sugar Butter Dorayaki Laugh and You Lose, Oppuppu, Hand-packed Monaka, Yokkaichi Dorayaki Yotte na

- January 26-28, 2018: Wagashi making demonstration as the main guest at the 25th anniversary of the establishment of the Japanese Consulate in Dalian, **China**
- April 27-30, 2018 Demonstrated and sold Japanese sweets at the “Grand Bon Dance Festival” at the invitation of the Japanese Association of Cebu Island, **Philippines**
- September 9, 2018 Second place winner of TV Tokyo's “TV Champion's Championship for the King of Wagashi
- March 6-8, 2019 Demonstration of Nerikiri at “Yu Mao Ya” in **Taiwan**
- March 8-12, 2019 Nerikiri demonstration at SM Mall, **Philippines Cebu**
- May 2019 Obtained National Certification as a Wagashi First Class Technician
- June 20, 2019 Started distributing video streaming class “Mirum”. Contract with Mikory.
- July 2019 Personal contract with Ucreator Inc. **China** video distribution contract.
- June 27-July 1, 2019 Wagashi workshop in Paris, **France**
- July 8, 2019 Shinji Okamoto receives the Gold Prize in the “Bonkei Confectionery” category of the National Federation of Confectionery Research Organizations technical contest.
- September 5-8, 2019 Wagashi workshop at Yu Mao Ya, **Taiwan**
- October 2-7, 2019 Wagashi demonstration at “Japanese Community 100th Anniversary Project” in Davao, **Philippines**
- October 12, 2019 TBS “Job Tune” Seven Eleven Sweets Judge
- December 12, 2019 Guest from **Malaysia** at the request of Mie Prefectural Government. Japanese sweets class
- January 16-20, 2020 Wagashi class at Yumeya, **Taiwan**

- January 2020: Appeared as a monthly guest on Tokai Radio's "Shuji Fujimoto Den-Shichi Residence Dialogue" every other Saturday.
- February 2, 2020 Wagashi class at Bankonosato Kaikan at the request of the Yokkaichi Chamber of Commerce and Industry
- March 9, 2020: Awarded as a Yokkaichi excellent skilled worker
- April 27-30, 2020: Appeared as a "TikTok" commercial for a primetime Yomiuri TV program
- May 20, 2020 Visit to the prefectural government to introduce "Mie's Treasure Market" to the governor
- May 30, 2020 TBS "Job Tune 'Family Mart' Sweets Judge
- July 23, 2020 CBC Radio "Shigeo Tada's Morning PON!
Unagi no Kabayaki (broiled eel)" on "Tsuboi Norio no Hear Me, Hear Me, Hear Me
- August 8, 2020 TBS "Job Tune 'Ministop' sweets judge
- August 30, 2020 Hiroshima TV "Koko! Brand New" TikTok feature
- December 2, 2020 Masudak News, December issue, featuring Yoshi Yoshi
- February 11, 2021 Chunichi Shimbun newspaper article on Valentine's Day Japanese sweets
- February 25, 2021 Sapporo TV Hiroshi Oizumi's "1 × 8 Let's Go!
(Introduced hina-zushi, kabayaki eel, etc.)
- 2021 Confectionery magazine "Confectionery and Baking" March issue
"Itsuko no kawaii wagashi" (featuring Itsuko no kawaii wagashi)
- March 12, 2021 NHK Premium "Gusan Nippon Kokudo Truck Trip"
(Becky visited our store)
- April 2021: Appointed as National Director of the National Confectionery Industry Association Youth Division.
- April 15, 2021 Sashimi Yokan introduced in "ABEMA Prime".
- April 16, 2021: Appeared on Mie TV's "Yokkaichi" as the top presenter of a new program sponsored by Yokkaichi City.
- May 7, 2021: Featured in the Chunichi Shimbun (Mother's Day Sweets)

- May 17, 2021 2nd generation Fumio Okamoto passed away at 14:11.
2021 Chunichi Shimbun newspaper article (Father's Day wagashi)
- June 18, 2021 Chunichi Shimbun (TikTok feature article)
- June 25, 2021 FM Mie “Choice” (TikTok feature)
- July 16, 2021 Chunichi Shimbun newspaper published grilled eel and
grilled ayu (date to be determined)
- July 20, 2021 Appearance on Mie TV “I like! MAX” from 10:00 a.m. in a
program provided by MaxValu
- July 22, 2021 from 5:30 p.m. on FM Yokkaichi
- July 19, 2021: Chairman of the judging committee for the Dorayaki
Burger Contest
- August 20, 2021: A member of the judging committee for the National
High School Wagashi Koshien (Japanese confectionery competition)
- September 13, 2021 - Saitama Prefecture Cherrier (Convenience store
sweets development department) Wagashi guidance contract for a
confectionery OEM company
- November 29, 2021 Participated as a panelist as a TV Champion
contestant at a National Confectionery Industry Association event.
Participated as a panelist
- December 15, 2021 Appeared on NHK's “Tameshite Gatten”.
- February 7 to 16, 2022: Closed due to coronavirus infection
- February 17, 2022 BS Fuji “Quiz! Brain Bell Show” broadcast.
Introduced the secret story behind the birth of Sashimi Yokan.
- February 24, 2022 Omaezaki Sweets Contest judge
- March 8, 2022 Wagashi class at Shigo branch office March 11, 2022
Wagashi class at Kodaiji elementary school
- April 16, 2022 Wagashi class at Sousou Network Shin Matsudo, Chiba
- April 26, 2022 Dorayaki workshop for the staff of Nanayo Manufacturing
Co. For the development of new machinery.
- January 5-11, 2023 Sales at Mitsukoshi Shinko, **Taiwan** & Lecturer at
Japanese Confectionery Institute

- January 23, 2023 Hokkaido Confectionery Industry Association Wagashi Instructor in Sapporo January 31, 2023 Kanto Hachishoukai Instructor in Niigata
- February 21-27, 2023 Demonstration at the Emperor's Birthday Party hosted by the Consulate in Cairns, **Australia**
- March 24-28, 2023 Lecturer at Wagashi Institute in **Taiwan**
- May 5-11, 2023 Invited by the Japanese Association of Cebu Island, **Philippines**, to participate in the “Cebu Island Grand Bon Dance Festival. Instructed Japanese sweets at “NONKI”, a Japanese restaurant with 10 branches in Cebu Island.
- May 12, 2023 Started Mie University course.
- May 15-18, 2023: Instructed Ms. Hannah from **Korea** on Japanese confectionery.
- May 27-31, 2023 Japanese confectionery workshop in **Hong Kong**
- June 11-19, 2023 **French and German** wagashi workshop
- July 10-13, 2023 Wagashi workshop by Ms. Lien from **Taiwan**
- August 1, 2023 Jiba-san's Mie wagashi workshop
- August 3, 2023 Yokkaichi Agricultural High School Wagashi Workshop Mie Prefecture Food Human Resource Development Program
- August 5, 2023 Kusunoki Japanese Dressmaking Association Japanese Confectionery Class
- August 22-24, 2023 Gloria's Wagashi Workshop in **Hong Kong**
- August 26, 2023 Management of National Wagashi Koshien
- September 4, 2023 Wagashi class at Aika High School
- September 7, 2023 Yokkaichi Commercial High School Wagashi Workshop
- September 12, 2023 Shizuoka Confectionery Industry Association wagashi instructor
- September 15-18, 2023 Instructor for confectionery manufacturers in Zhejiang Province, **China**
- September 25, 2023 Kusunoki Town Japanese confectionery workshop

- September 30-October 4, 2023 Wagashi workshop in **Taiwan**
- October 9-13, 2023 **Hong Kong** Wagashi workshop
- October 23-24, 2023 Fukushima Confectionary Industry Association wagashi workshop
- October 29, 2023 Mie Prefecture high school students sweets contest judge
- November 8, 2023 Lecturer at Tokai Hachishoukai
- November 25, 2023 Wagashi demonstration for Taiwanese tourists at Yumoto Sakakibarakan, a Tourism Agency event
- November 29, 2023 Wagashi demonstration for Taiwanese tourists at “Wagashi designated as Intangible Cultural Property” event hosted by National Wagashi Association and the Chunichi Shimbun
Demonstration
- December 5-6, 2023 Wagashi workshop for students from **Korea**
- January 8-12, 2024 Demonstration of Japanese confectionery at “Mie Thai Innovation Center”, Ministry of Industry, Bangkok, **Thailand**
- February 22-28, 2024 “JETRO Japan booth at the French Agricultural Festival in Paris, **France**,” Wagashi demonstration and workshop
- March 24-29, 2024 Wagashi workshop in **Korea**
- April 13-14, 2024 Chiba Souzou Network Wagashi Workshop
- April 19-23, 2024 **Hong Kong** Wagashi Workshop
- April 26-29, 2024 Wagashi workshop in Zhejiang Province, China with “Master Yang” (Zhejiang Province, **China**)
- May 16, 2024 7-Eleven Workshop
- May 16-23, 2024 Wagashi workshop at Wagashi Research Institute, **Taiwan**
- June 2-10, 2024 Wagashi workshop in **Germany and France**
- 11, 2024 Wagashi class at Tokyo Confectionery School
- June 13, 2024 Wagashi class for 3rd grade students of Aika High School. Students from the sister school in Korea also participated.

- June 28-July 6, 2024 Wagashi workshop at **Taiwan** Wagashi Research Institute.
- July 8, 2024 Won the second prize and first prize in the Bonkei confectionery category at the National Federation of Confectionery Research Organizations Contest.
- July 10-11, 2024 Student seminar from **Korea**
- October 2-3, 2024 Lecturer at the Kagoshima Confectionary Industry Association workshop
- October 5, 2024 Nagoya International School Japanese confectionery instructor
- October 15-16, 2024 Student seminar from **Hong Kong**
- October 17-25, 2024 Exhibit at **Sial Paris in France**
- October 27, 2024 Judge for the 13th High School Sweets Contest
- October 29-30, 2024 Lecturer at the Fukushima Confectionary Industry Association workshop
- November 18, 2024 Japanese confectionery class for 2nd year students at Aika High School
- November 22-26, 2024 **Hong Kong** wagashi workshop
- December 1, 2024 Yokkaichi hometown tax ambassador video distribution on You Tube begins
- December 21 22, 2024 On Time Studio WEB Wagashi Workshop Japan Research Institute Labor Union
- December 29, 2024 Chukyo TV “Lost Child Me, Not Good at Giving Up” starring Sakura Fujiwara Drama broadcast date provided by location
- January 16, 2025 75th Anniversary of Ouchiya Dairy Farming Project: Introducing 75 companies in Mie, the Harapeko Twins' “Itsuko” episode Distribution of the Harapeko Twins' “Itsuko” episode begins (56,000 v iews as of March 2025).
- January 15-20, 2025 Mie Prefecture Fair, sales, and demonstration/workshop of kneading at the Siam Takashimaya Department Store in Bangkok, **Thailand**

- January 24, 2025 Wagashi class for 2nd graders at Tomariyama Elementary School
- January 29, 2025 Wagashi instructor at Trident Design College
- January 30, 2025 Wagashi class at Hisai Norin High School
- February 1-2, 2025 Wagashi class at “Tosada Residence”, Matsudo City, Chiba Prefecture, Souzou Network
- February 3, 2025 Kuwana Apita “Sagami” Kneading demonstration
- Feb. 5, 2025 Wagashi class at Shigo Civic Center
- Feb. 6, 2025 Kawashima Area Civic Center Wagashi Class
- February 8 9, 2025 On Time Studio WEB Wagashi Class Hanamaru Udon Labor Union
- February 10, 2025 Yokkaichi Agricultural High School Wagashi class
- February 12, 2025 Japanese confectionery class at Shinzen Civic Center
- Feb. 13, 2025 Takahanadaira Elementary School 6th grade students' Japanese confectionery class
- Feb. 14, 2025 Wagashi class at Shinagawa area civic center
- Feb. 20-25, 2025 Japanese Consulate in Cairns, Australia Emperor's Birthday Commemoration Ceremony Japanese Consulate in Cairns, [Australia](#)
- March 1, 2025 TBS Saturday Plus “Anpan” judge
- Mar. 5-10, 2025 [Korean](#) Wagashi workshop

■Scheduled

- March 29, 2025 Saturday Plus broadcast “Castella” judge
- 2025 Lecture, [Korea](#) (Seoul), [Taiwan](#) (Taichung City), [Hong Kong](#), Lecturer for French school, Lecturer for Japanese confectionery organization

■ Social Media

- Facebook “Okamoto Shinji
- TikTok “wagashi.kotoyo” Instagram “wagashi.kotoyo

■ Management Philosophy and Company Motto

We will transmit confectionery culture from Yokkaichi and make it a company where both “living” in confectionery and “living” in confectionery can come true.

■ Company philosophy

1. I exist because you exist. I will create a company that makes the most of you.
2. Be mindful of the importance of sincerity in all aspects of our work, both in production and sales.
3. If something touches confectionery, let's try to do work that is kind to ourselves and to others.
4. Those who are involved in confectionery should have a strong sense of “thanks to you” and “thank you”.
5. Each one of us who touches confectioneries should set a goal, even if it is a trivial one, and achieve it without fail.

■ Our Business

The work we do is

1. Our work is to give our customers the energy to live tomorrow through confectionery.
2. Through confectionaries, we provide a time and environment that makes our customers feel happy and glad that they came today.
3. It is a job to help people remember and love their hometowns through confectionaries.

Selling points of products, services, and techniques

Our Mitarashi dango, the face of our store, has been certified as a Yokkaichi brand and is loved by many people. We have also developed many creative wagashi sweets, which we manufacture and sell using techniques that other stores cannot match. We are constantly receiving requests from the media every year to report on our techniques. In terms of service, we try to serve our customers as loudly and cheerfully as possible.

■ Handwritten

