

*Delicious and Healthy
Aiming for the new*

“It seemed like it would be there, but it wasn’t!”
Our concept is to create new products with such surprises.
It is precisely because we entered the confectionery industry from different field that we can create something different.
We work hard every day to create attractive products which are delicious, healthy and new.



Crunchy Sweet Potato Tidbits with Caramel Coating

This unique candy is made of Japanese sweet potatoes coated with caramel.
Crunchy texture and healthy sweetness are addictive!

No artificial
flavoring

No artificial
coloring

No
preservatives



Features: Caramel made from unrefined cane sugar.



Original

Fried sweet potatoes coated with caramel for a crunchy texture. It is made with domestic ingredients as much as possible and no additives.



Kinako (Roasted Soybean Flour)

"Original" covered with roasted soybean flour. The sweet and gentle aroma of soybeans soothes your heart.



Black Sesame seeds

"Original" sprinkled with black sesame seed. The flavor of popping black sesame seeds in your mouth enhances the sweetness of caramel.



Matcha

"Original" covered with matcha green tea and condensed milk powder. Caramel enhances the subtle bitterness and rich aroma of matcha.



kabosu(citrus)

"Original" sprinkled with Kabosu (Japanese lime) powder. Sweet potato and citrus fruit are the perfect combination.



PLUS Caramel almond

"Original" with a few caramel almonds. You can enjoy "Original" and "Caramel Almond" in one bag!



caramel almond

e-to's caramel almonds are so tasty that you'd never want them to finish.



Carefully selected high quality almonds are coated with caramel made from domestic cane sugar. Get you and your loved ones these mouth-watering and nutrition packs of almond caramel!



Delicious!

Food must be delicious.
We believe that the essential condition for sweets to make people happy is that they taste good.
We put our heart and soul into making products that everyone can enjoy.

Healthy!

Most of our production staff are housewives.
Our products are created from the perspective of housewives.
We make our products with care and tenderness, just like we prepare meals for our families.

New!

We want to create something "new".
Since we are new to this industry, we are able to bring you sweets you can't find anywhere else.

Check!

The product information is available here.



Follow me!



Online store



RANGE-me

Corporate philosophy

We take pride in producing delicious and safe food products and delivering joy to our customers.

History

Since the product development in 2015, we have been perplexed but run through the days. We have overcome many difficulties with our creativity and solidarity while many of our staff are busy rising children. This is the foundation of e-to's driving force.

Sep 2015/Started business as a sole proprietor

Jan 2016/Incorporated and changed the company name and organization to e-to Co. Ltd

Jul 2016/A manufacturing factory was opened in Gujibun, Miyazaki City

Jul 2018/Started operation of the new factory

Feb 2023/JFS-B Certification (JFS-B23002460-00)

We value the responsibility of producing healthy sweets and the feeling of consumers.



e-to Co., Ltd.

3691-6 Imazumi-ko, Kiyotake-cho, Miyazaki City,
Miyazaki Prefecture, 889-1602, Japan
Phone: +81 985-84-4488
Fax: +81 985-84-4412

www.e-to.info

Delicious, Healthy, New

Everyone is happy with delicious sweets



We are a Japanese confectionery manufacturer.

e-to
delicious and healthy life

Message



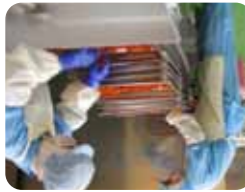
The staff at the company

e-to is a small food company in Miyazaki started by three housewives. Our motto is to develop and sell "new" and "delicious" products using "healthy" ingredients.



C.E.O
Natsuko Kihara

We aim to be a company where all employees want to work for a long time while taking pride in our products and respecting our colleagues.



We are proud that our competence rather than gender promotions are based on

Our organization employs staff members ranging from 18 to 75 years old, assigning them positions based on their skills and physical capabilities. Moreover,

Flexible Organization and Gender-Neutral Promotion

We offer a limited online sale of non-standard products that arise during the manufacturing process. Depending on the condition of sweet potatoes, candies may break during manufacturing. We gather these small-sized products and sell them as "Cara-Imo Mini!"



Efforts to Reduce Food Loss



As a contributor to a sustainable energy society, we incorporate renewable energy. We have installed solar panels on the roof of our factory, which supply approximately 20% of the total electricity consumed in the facility.

Environmental Consideration



An abbreviation for "Hazard Analysis and Critical Control Point", is a food hygiene control system in which FBOs assess hazards such as contamination of pathogenic microorganisms, foreign objects etc.throughout the process from receiving raw materials to shipping final products, and control the process focusing on the critical steps to remove or reduce these hazards to an acceptable level.

HACCP



Our manufacturing factory is JFS-B certified which includes HACCP implementation. At the time of our founding, we used the Miyazaki prefecture's facility "Food Open Lab", which follows HACCP, to develop our products. This experience led us to operate in a manner that emulates their methods and to obtain the JFS-B certification. We have experienced numerous factory audits by our customers, and all of our staff work together to maintain even higher level of sanitation management and quality control.

Sanitation management and Quality Control