

Morinaga Taichiro Monument explanatory text

The great man of Imari Morinaga Taichiro

1865 (1st year of Keio)–1937 (Showa 12)

Morinaga Taichiro, who was born in Imari City, is the founder of Morinaga Seika and Morinaga Milk Industry. He had been running the wholesale store of pottery and the fish in Matsushima town. After Father's death, he lost the family property and grew up at his mother's parents' home while having a hard time. After he learned the basics of business from his uncle Yamazaki Bunzaemon, he began peddling konjac and developed the talent. He went to America after adulthood and mastered the process of making Western sweets through overcome numerous difficulties. After returning to Japan, he established the Morinaga's Western Confectionery plant in Tokyo and made great efforts to manufacture and disseminate western confectionery such as milk caramel and chocolate, which was unfamiliar to the Japanese at that time. He contributed to the making of Japan's confectionery and was called the confectionery king. In addition to donating private property for the promotion of livestock in the local areas, he contributed to the development of Imari including the construction of Morinaga's eighth plant (later Morinaga Milk Industry Imari plant) in Otsubo town.

Image description

Morinaga's eighth plant panorama at the time of 1922 (Taisho 11) (Provided by Morinaga & Co., Ltd.)