

A Supreme Ice cream puff created by Original bake brand 「PUFFZ」 with special vanilla produced in Madagascar rich nature

「Madagascar Vanilla Ice Cream Puff」 will be released on 12th June 2021 Sat!!

- It starts from Tokyo, then will be expanded to Nagoya, Osaka, Fukuoka



Transit General Office Inc. (President Nakamura SadaHiroshi) publishes a campaign with the ultimate ice cream puff "Madagascar Vanilla Ice Cream Puff" using the rare "Agroforestry Vanilla" grown in the rich Madagascar nature, at the original bake brand "PUFFZ" located in the underground plaza at the east exit of Shibuya Station.. It has been decided that the ice cream puff will be sold in Tokyo from Saturday, June 12, 2021 and then will also be sold in other three major cities in Japan: Nagoya, Osaka, and Fukuoka.

The theme of this project is "FARMER TO YOU".

Co.En Corporation (President: Katsuhisa Takesue), that handles agroforestry vanilla used in "Madagascar Vanilla Ice Cream Puff," aims to connect producers and consumers through vanilla produced in Madagascar. It is suggested that current environmental problems such as deforestation and climate change that are occurring at agricultural sites, and human rights problems such as poverty and child labor cannot be solved because consumers lack understanding of local farmers. Through "Madagascar Vanilla Ice Cream Puff" in Tokyo, Nagoya, Osaka, and Fukuoka, which are the four major cities in Japan where information is sent, we provide to consumers opportunity to find who produce vanilla and how and where. Through the campaign, consumers can taste the supreme ice cream puff while imagining and feeling vanilla farmers in Madagascar. In the future, we plan to continuously hold similar campaign to send out concept of "FARMER TO YOU".

HANDELS VAGEN (Representative Director Takayuki Fujisaki), who continues to make "supreme ice cream", has completed research and development on vanilla ice cream, which is the cornerstone of the ice cream of "Madagascar Vanilla Ice Cream Puff". Based on the "rich milk base" using brown sugar from Okinawa prefecture, along with milk from Hokkaido, fresh cream, and egg yolk, which are the characteristics of HANDELS VAGEN ice cream, with the rich scent of "Agroforestry Vanilla" which is grown in the rich nature of Madagascar, a rich milky feeling and a mellow scent will spread throughout your mouth. In addition, you can fully enjoy the luxurious vanilla scent by putting powder of the vanilla on the ice cream.

"Madagascar Vanilla Ice Cream Puff" is a miracle outcome of collaboration of PUFFZ's crispy and comfortable choux pastry; Co - En Corporation's Madagascar vanilla; and HANDELS VAGEN, and also support from the Madagascar embassy. We provide consumer with special opportunity where people can feel distant rainforests in Madagascar while tasting "Madagascar Vanilla Ice Cream Puff".

* A part of the sales generated from the sale of Madagascar Vanilla Ice Cream Puff will be donated to an NGO / NPO designated by the Madagascar

Embassy. [Plan outline]

Product name : Madagas Carbanila shoe ice

Amount : 630 yen (tax included)

Duration

■Tokyo "PUFFZ" / 2-23-16 Shibuya, Shibuya-ku, Tokyo East Exit Underground Square 2F

June 12, 2021 (Sat), August 31(Tue)

■Nagoya "bistro cafe The Flower Table" / 3-5-1 Sakae, Naka-ku, Nagoya-shi, Aichi Nagoya Sakae Mitsukoshi 3F

July 4, 2021(Sun)-July 24(Sat)

■Osaka "COFFEE" / ALL DAY4-1 Ofuka-cho, Kita-ku, Osaka-shi, Osaka Grand Front Osaka Umekita Square B1F UMEKITA CELLAR

July 25,2021 (Sun) -August 14 (Sat)

■ Fukuoka "STEREO COFFEE" / Fukuoka 3-8-3 Watanabe-dori, Chuo-ku, Fukuoka-shi, Osaka-August

August 15,2021(Sun)-31 (Tue), 2021

* Due to the influence of the new corona virus, the holding time / business hours may change suddenly. There is. Please note.

【Product information】



Madagascar vanilla Shoe Ice 630yen(tax in)

Madagascar vanilla ice cream, which is the cornerstone of the ultimate shoe ice "Madagas Carbanilla Shoe Ice", is a handcrafted ice cream brand HANDELS VÄGEN (President) that faces a simple and orthodox handmade manufacturing method. The one researched and developed by President Takayuki Fujisaki is used. Along with raw milk from Hokkaido, fresh cream, and egg yolk, which can be said to be the characteristics of HANDELS VÄGEN ice cream, the rich scent grown in the wilderness of Madagascar is condensed based on the "rich milk base" using brown sugar from Okinawa prefecture. By using "Agro Forest Rivanilla", a rich milky feeling and a mellow scent spread throughout your mouth.

PUFFZ's crispy and comfortable choux pastry, joint venture Co · En Corporation's Madagascar vanilla, and handcrafted ice cream HANDELS VÄGEN have teamed up and were born with the support of the Madagascar embassy. It will be a miracle "Madagascar vanilla choux pastry".

【What is the Co · En Corporation? 】



Co
En
Corporation

Co · En Corporation Katsuhisa Takesue Profile

After completing the master's course in the Faculty of Agriculture, got a job in the development department of a pharmaceutical company. After the terrorist attacks of 911, I began to feel unreasonable in the world, and retired after my wife was transferred to England. Studied International Political Economy (Master's Program) in Oxford. After returning to Japan, I devoted myself to the work of incorporating the "environment" into corporate activities as an environmental management consultant, thinking that it is important to change the behavior of companies in order to reduce the distortion of society. After retiring in 2017, I fell in love at first sight with a tour of a forest-like vanilla plantation in Madagascar, which I visited for sightseeing. Currently, he is passionate about introducing vanilla, which was made by making the most of the power of nature, to Japan. Established a limited liability company, Co · En Corporation, in 2020 to import and sell vanilla.

■ Co · En Corporation's "Farmer to You" Vanilla Three commitments

1. Quality commitment: High quality Madagascar black (gourmet) vanilla.
2. organica blessing of nature Cultivated in agroforestry, a farm like anforest,. It is grown without using pesticides or fertilizers, making the most of the blessings of nature.
3. Connection with producers It is important to be able to see the producer's face. We will deliver it with the scenery of the lush farm and the feelings of the creator.

【What is Madagascar's Agroforestry?】



Agroforestry is a combination of agriculture and forestry.

A major feature is that a wide variety of plants are planted together in one farm. On the farm, short pineapples and lemongrass are at your feet, coffee, vanilla and pepper are on top, and trees like lychee, cinnamon and avocado are on top. Trees that grow naturally in the area are also planted there, and it is a place like a forest. In a farm with abundant natural environment, trees grow abundantly without using any fertilizers or pesticides. Pests do not spread and are resistant to disasters such as typhoons and heavy rains. It is a farming method that makes the most of the power of nature and is in harmony with the environment. That's not the only benefit of agroforestry. Since we grow various crops together, we have some kind of harvest all year round. This allows farmers to earn income throughout the year. Also, if one crop (eg coffee) is poor or loses price and you don't get the income you expect, you can make up for it with another. In other words, it also has the effect of stabilizing the income of farmers.

[What is HANDELS VÄGEN?]



HANDELS VÄGEN

A handcrafted ice cream brand founded in 2011. Facing the simple and orthodox handmade manufacturing method of "adding sugar to raw milk and cooling and hardening", it is characterized by carefully drawing out the rich flavor that ice cream originally has. The reason for the rich but light aftertaste is that the strict temperature control keeps the flavor of the ingredients in the rich milky taste. By taking the time and effort of manual work one by one and following the manufacturing method that has been spun by craftsmen for a long time, both richness and delicacy can be achieved.

Commitment to Madagascar Vanilla Shoe Ice

HANDELS VÄGEN vanilla ice cream used in Madagascar Vanilla Shoe Ice is characterized by a rich and light aftertaste using raw milk from Hokkaido, fresh cream, egg yolk, and brown sugar from Okinawa. .. Agroforestry vanilla is added to it to create a rich and gentle taste that allows you to enjoy the natural and mellow scent of vanilla.

The characteristic of agroforestry vanilla is its natural and mellow "scent" . Carefully remove the seeds from the pods so that the scent is not missed even a little, then simmer it in milk for a special time and let it sit overnight to transfer the gorgeous vanilla scent to the raw milk. did.

In addition, based on the concept of "vanilla procured through fair trade with producers who can see the face", which is another feature of this vanilla, the "sheath" used once is dried and immediately before serving. Grind into powder with a mill and sprinkle on shoe ice. We have created a unique mechanism to enjoy the precious organic vanilla pods.

I hope you can enjoy the happy moment when the cold ice cream melts little by little and soaks into the dough, which you can't experience with cream puffs or ice cream.

HANDELS VÄGEN

[Message from the Embassy of Madagascar]



Message from the Embassy of Madagascar

"Vanilla: a precious spice of Madagascar"

Madagascar is the largest vanilla producing country in the world with an output of 3217 tons of production in 2019. In 2020, the big island's exports represent 57, 3 % of world's exports for this product. Its ranking in world exports is number 1.

Vanilla is mostly cultivated in the northeast of Madagascar in the SAVA region and in the east part of the island around the city of Toamasina. Called Bourbon vanilla, this spice from Madagascar has high vanillin content and a very strong creamy flavor. What makes Vanilla beans from Madagascar so special is its high quality standard. Cultivated with passion in a natural environment, delicately pollinated by hand, local producers work hard to produce such high quality of product.

Through this campaign organized by Co En Corporation and Transit General Office Inc. to be held in major cities of Japan namely in Tokyo, Nagoya, Osaka and Fukuoka, Japanese people will discover this rich flavored vanilla from Madagascar.

"Madagascar Vanilla Ice cream Puff "produced by Handels Vagen, is just a taste of what awaits you on the beautiful island of Madagascar. Dreamlike landscape, a natural sanctuary and many wonders are just awaiting to be discovered by you.

(The Counselor in charge of Economic and Cultural Affairs/Embassy of the Republic of Madagascar)



[Tokyo] Original Bake Shop PUFFZ

"PUFFZ" attached to UPLIGHT CAFE located in the underground plaza at the east exit of Shibuya Station, which is also the source of information on Shibuya, Tokyo, is known as "French without reservation" and "Michelin Guide Tokyo 2019" Purchased new souvenirs from Shibuya, such as the signature menu "Puff Cream", which was jointly developed with the owner chef Shinsuke Ishii of "Sincere", which won one star in Tokyo, and Madeleine in the shape of a taiyaki. It is gaining popularity as a place where you can do it.

[Details]

Address : 2-23-16 Shibuya, Shibuya-ku, Tokyo East Exit Underground Square UPLIGHT CAFE

Period : June 12,2021 (Sat)-August 31 (Tue)

Phone number : 03-6324-2739

Business Time : 9:00-20:00



[Nagoya] bistro cafe THE FLOWER TABLE

3rd floor of Nagoya Sakae Mitsukoshi, the new bistro cafe "THE FLOWER TABLE" is a popular French restaurant "sincere" that cannot be reserved in Tokyo. Supervised by Chef Shinsuke Ishii. You can enjoy the garden plate with "Taiyaki" style fish pie wrap, which is the signature menu of "sincere", as well as the popular "Sharm Bakery Ponche" in Nagoya, the ham and sausage specialty store in Nagoya, and the world. Introducing a menu in collaboration with popular stores in Nagoya, such as "Metzgerei Inoue," which has a gold medal-winning product. You can enjoy the evolutionary bistro cafe menu where you can enjoy not only the taste but also the visuals.

[Details]

Address : 3-5-1 Sakae, Naka-ku, Nagoya-shi, Aichi Nagoya Sakae Mitsukoshi 3F Holding

period : July 4(Sun)-July 24(Sat)

Phone number : 052-252-1525

Business Time : 10:00-20:00



[Osaka] ALLDAY COFFEE

Grand Front Osaka Located in Umekita Plaza, CULTURAL ENGINEERING STAND "ALLDAY COFFEE" is a hand-drip coffee that pursues a brewing method that maximizes the individuality of beans. It is a coffee stand that characterizes the flow of third wave coffee, where you can enjoy cafe latte mainly made of deep roasted espresso.

[Details]

Address : 4-1 Ofuka-cho, Kita-ku, Osaka-shi, Osaka Grand Front Osaka Umekita Square B1F

Date : July 25(Sun)- August 14,(Sat)

Phone number : 06-6359-2090

Business hours : 10:00-22:00



[Fukuoka] STEREO COFFEE

STEREO COFFEE opened as a sister store of the cafe / dining restaurant bar STEREO, which closed in 19 years in the daimyo of Fukuoka. The place is an alley on Watanabe-dori, one step away from Tenjin. The neon glowing lush in a corner of the downtown area is a landmark of STEREO COFFEE.

The interior of the store, which was created by completely renovating a 30-year-old two-story private house, has a standing eat-in space on the first floor. The second floor is a gallery space.

I would like to become a place of connection where people naturally gather and become a part of the daily life scene.

[STEREO COFFEE owner's comment]

This initiative is the same as the traceability of specialty coffee, and I found it very interesting and interesting in terms of producers and distribution. And as a CSR activity, I think that donation to a local NGO / NPO in Madagascar is also a wonderful activity.

[Details]

Address : 3-8-3 Watanabe-dori, Chuo-ku, Fukuoka-shi, Fukuoka

Period : August 15(Sun)-August 31 (Tue)

Phone number : 092-231-8854

Business hours : 10:00-22:00