

Miyakoji Press

Sweets of Revitalization In Demand!

Revitalizing the city through sweets

Encouraging the return of former residents

Miyakoji Sweets Yui is a confectionary shop in Miyakoji-machi, Tamura city. The shop opened in March 2016 in the hopes of revitalizing the city, many of whose former inhabitants have not returned. The most popular items in the shop are confectionary made using abundant amount of fresh, locally-produced Miyakoji eggs.

After the accident at the TEPCO Fukushima Daiichi nuclear power station, a part of the city was designated as an evacuation zone. Although the evacuation order was lifted in April 2014, the population of the city is currently only 70% of what it was before the accident. The decision to open a confectionary shop, which tend to be popular with women and children, was made in the hopes of encouraging the return of the young-

er generation.

The six employees of the shop are all natives and residents of the city. Although new to making confectionary professionally, the employees were able to get up to speed after receiving professional instruction from Takeshi Naito, executive pastry chef at the Tokyo Prince Hotel.

According to shop employee Yuriko Endo (30), one of the problems they face is that “currently, the majority of



Endo (left) and Watanabe who work at Miyakoji Sweet Yui

the customers are older people, and there are few younger customers in their twenties and thirties.” “However,” she added, “we are delighted that even people from Aizu and other prefectures take the trouble to visit the shop.” (Yokomura)

The origin of the name

The kanji used for “Yui” in the shop’s name, Miyakoji Sweets Yui, is the same as that used for the word musubu, meaning to tie, bind, or join. (Kanazawa)

The most popular item: pudding

Taking full advantage of local ingredients



Fresh Miyakoji eggs

Making puddings

Miyakoji Sweets Yui serves a variety of delicious sweets made with Miyakoji eggs, a local specialty product. Among these, oven-baked puddings are especially popular. Of the three types of pudding, the most popular is the Yui

Purin, which has the actual color of an egg and is characterized by its soft texture and refreshing taste. Another popular pudding is the Yui Purin Rich, a sumptuous pudding made using only the yolk of the egg and an

abundance of fresh cream. There is also a frozen pudding called the Frozen Rich.

The shop also produces chiffon cakes, cookies, madeleines, and other types of sweets using Miyakoji eggs. In addition to Miyakoji eggs, Yui

also makes use of other local ingredients from various parts of Tamura city such as junen (perilla) from Funehiki-machi, blueberries from Ogoe-machi, and natural water from Abukuma Cave in Takine-machi.

In July 2015, the shop started selling



Two of the popular puddings, Yui Prin (left) and Rich Prin

gelato, while an eat-in corner has also been set up so that customers can enjoy sweets inside the shop.

Yuka Watanabe (21), urges everyone to come visit the shop and “enjoy eating sweets in the shop’s stylish atmosphere.” (Yamagishi, Sakuma)

Shop with tires?

Miyakoji Sweets Yui is not a building in the strict sense of the word but rather a type of trailer house with the tires visible underneath. The shop was easy to set up and is quite conspicuous. The yellow color of the shop was inspired by the color of eggs.



The trailer house used as the shop

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