

可兒 明子 (Akiko Kani)



Profile

She has been married into Usuki for 54 years since she came from Beppu. She is a popular signboard girl with a bright smile that matches her name. She uses social media such as Facebook and Instagram to disseminate information about the store.

■What we value:

- Always bringing laughter to customers
- Valuing the community with a goal perspective
- The presence of Kani Shoyu (soy sauce) in Usuki

■What you can learn and do:

- Product development and naming
- Devise displays and sales

■Sights to see and flavors to savor:

- Nioza
- Nature of Usuki
- Pufferfish (in both summer and winter)

■My “SDGs×#〇〇”

- # Don't recommend bulk purchases

Adding Laughter to the Traditional Taste: The New Challenge of an Old-established Brewery

Founded in the 5th year of Keicho (1600), 'Kani Shoyu' is the oldest miso and soy sauce brewery in Kyushu. The appearance of the brewery gives the impression of a history of over 420 years, but when you enter the store, that impression changes completely. Along with traditional miso and soy sauce, there are products with names such as 'Kuro dashi Bancho' (meaning black dashi sells the most. Bancho means leader) and 'Dashi Harry' (parody of Dirty Harry) lined up. The products are the opposite of what you would expect from an old store, but they make visitors smile. It's a fun store just to look around in. It's an even more fun store to shop at. That's Kani Shoyu.

The shop's signboard girl is Ms. Akiko Kani. She is the mother of the 12th generation owner, Aiichiro, but she still works at the store. "There used to be many employees, but when my son came back to Usuki, it was just us, his parents. When my son saw the dark store with only a few products, he said, "The store is dark because there is no humor!" Then the store changed. Led by Aiichiro, we have developed unique new products one after another in small lots. Product names like puns also became a hot topic." We made a lot of products, but many of them disappeared. Well, we couldn't do this if we were mass-producing," she laughs, but that free thinking is only possible with skills backed by tradition. The long-established store that has broken free in a good way is so light and vivid. Kani Shoyu always keeps its feet on the ground locally, but its gaze seems to be looking a little further.



An appearance that shows the passage of time. "Kagiya" is the trade name of Kani Shoyu.



Miso with a traditional taste from the past.



Original products with a brilliant sense of naming.

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