

◆ The History of “LOTTE-Novation”

Our history began in 1948, with the manufacturing and sales of chewing gum in Tokyo, and the Company welcomed its 75th anniversary in 2023.

Since our founding, we have maintained three important LOTTE Values, “User Oriented,” “Originality,” and “Quality.” Based on these values, we have taken on the task of “LOTTE-Novation,” constantly creating new value.

1948

Founding

During the postwar period, when goods were scarce and those that were available were of poor quality, Takeo Shigemitsu (Kyukho Shin) found LOTTE with hopes of providing better items to the people. This hope lives on in the LOTTE Group Philosophy.



1958

Broadcast of LOTTE Uta no Album (LOTTE Album of Songs)

LOTTE took its place on this brand-new media (television) as a company sponsor for “LOTTE Uta no Album (LOTTE Album of Songs),” a music feature show. As a result of this program, our corporate message reached a wide audience.



1964

Ghana Milk Chocolate

Back then, chocolate with a light, “American” flavor was popular. Taking a different direction, we invited Swiss chocolate experts to give birth to the rich, smooth *Ghana Milk Chocolate*.



1972

Ice cream manufacturing and sales

At the time, ice cream was made using milk fat. Bucking that trend, we launched Italiano, an ice cream that used vegetable fat for a refreshing and invigorating flavor that met the tastes of Japanese people.



1981

Yukimi Daifuku



1983

Choco Pie



1984

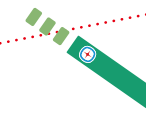
Koala's March



1997

Xylitol Gum

In the 1970s, research began on xylitol, which captured attention for its role in Finnish dental health. Once xylitol was licensed as a food additive in 1997, we launched *Xylitol Gum* and were the first food company to do so. This chewing gum offered value in the way of maintaining healthy teeth and by helping address dental cavities as a social issue.



2003

Coolish



Present

LOTTE-Novation

Utilizing the technology and expertise cultivated to date, and rooted in the three LOTTE Values infused with our founding spirit, we continue to take on the task of “LOTTE-Novation” to create new value that will enrich people's lives.

Corporate History

1948 LOTTE CO., LTD. founded in Ogikubo, Suginami Ward of Tokyo
1950 Head office and factory relocation to Hiyakunincho, Shinjuku Ward of Tokyo

1958 Broadcast of *LOTTE Uta no Album* (LOTTE Album of Songs)

1964 Chocolate manufacturing and sales
1970 Candy manufacturing and sales

1972 Ice cream manufacturing and sales
1976 Biscuit manufacturing and sales
1978 Head office and factory relocation to Nishi-Shinjuku, Shinjuku Ward of Tokyo
1988 THAI LOTTE CO., LTD.
1993 PT. LOTTE INDONESIA
1996 LOTTE VIETNAM CO., LTD.

2002 LOTTE SNOW CO., LTD.
2008 Mary Chocolate Co., Ltd. joined as a subsidiary company

2010 LOTTE Wedel sp. z o.o. joined as a subsidiary company
2022 Dari K Co., Ltd. and Ginza Cozy Corner Co., Ltd. joined as a subsidiary company

Product Launch History

1957 *Green Gum*

1964 *Ghana Milk Chocolate*

1974 *Crunky Chocolate*
1979 *Pie no Mi*
1981 *Yukimi Daifuku*
1983 *Choco Pie*
1984 *Koala's March*
1994 *Toppo*

1997 *Xylitol Gum*
1999 *Soh*
2003 *Coolish*

2017 *Ha Ni Tsukinikui Gum <Kiokuryoku Wo Iji-suru Type>*
2022 *DO Cacao chocolate*