



アンシェントホテル浅間軽井沢のこと

おもてなしで心を再生する。

国立公園内にたたずむアンシェントホテル浅間軽井沢は、たった13室の小さなホテル。一歩足を踏み入れれば、それぞれ趣向の異なる部屋は素晴らしい。訪れる人の期待を裏切らない。こだわり抜いた食材で供される他には比類なき料理も自慢の一つ。朝食には01 BAKERYの3種のパンが提供される。圧倒的な大自然に包まれ、天然温泉でリラックス、エネルギーに満ち溢れる空間。カクイチグループのDNAに流れる大切な責務、おもてなしの心を感じることができる。

Renew your heart and mind through hospitality.

Located in a national park, the ANCIENT HOTEL Asama Karuizawa is a small hotel with only 13 rooms. Each room has a different style, never disappointing visitors when they step inside. It is rightly proud of its unique cuisine, which is served with carefully selected ingredients. Three kinds of 01 BAKERY bread are served for breakfast. Surrounded by stunning nature, the natural hot springs offer a relaxing space, filled with energy. You are sure to feel the Kakuichi Group's spirit of hospitality, which is such an important part of its DNA.

Ancient Hotel
Asama Karuizawa.

ANCIENT HOTEL
アンシェントホテル浅間 軽井沢
〒389-0111
長野県北佐久郡軽井沢町大字長倉 2126
TEL:0267-42-3611
info@ancient-hotel.com

ANCIENT HOTEL Asama Karuizawa
2126, Nagakura, Karuizawa-machi, Kitasaku-gun,
Nagano, 389-0111, Japan
TEL:+81-267-42-3611
info@ancient-hotel.com



<https://www.ancient-hotel.com/>

発行元

KAKUICHI

株式会社カクイチ

〒102-0084

東京都千代田区二番町 5-1

住友不動産麹町ビル

TEL:03-3262-3341

詳しくはこちら↓



<https://www.kaku-ichi.co.jp/>

明治19年創業の老舗企業。「日本を農業で元気にする」という理念をイノベーションの軸として、ガレージや倉庫の製造・販売・施工をはじめ、エネルギーや農業分野で多角的に事業を展開している。一人ひとりがつながり輝く、各々が一番、それがカクイチ。「カクイチにしかできない仕事をする」という独自性と絶対価値を追求し、これからの日本に必要なものは何か、我々にしかできないことは何かを考えながら、創造と変革を続けている。

Kakuichi is a long-established company that was founded in 1886. As a focal point for innovation, its philosophy of "revitalizing Japan through agriculture" has helped it to expand business in various fields, including the manufacturing, sale and construction of garages and warehouses, in addition to the fields of energy and agriculture. At Kakuichi, each person connects with others, shines, and becomes his or her best version. Pursuing the uniqueness and absolute value of "doing work that only Kakuichi can", it continues to create and transform, while considering what Japan will need in the future and the unique value it can offer.

01 BAKERY STORY

MARCH
2024

STORY of THE BAKER

PHOTO / MATSUMURA



「食で世界を豊かにする」ために
素材選びから製法まで
ひとつひとつ丁寧に積み重ねて。

BAKER

**TAKURO
MATSUMURA**

In order to "enrich the world through food," we give great care to every process, from the selection of ingredients through to manufacturing methods.



01 BAKERY が入るガレージハウスは、店長の松村さんの自宅兼店舗となっている。カクイチが企画し、施工した建物で、近隣にはカクイチのインキュベーションセンターとして機能する「ANCIENT VILLA (アンシェントヴィラ)」がある。そこでの合宿のある朝、「軽井沢の朝にはおいしいコーヒーとパンがない」というカクイチの社長のひと声でガレージハウスのベーカリー出店が実現した。

The garage house housing 01BAKERY is a bakery store, and also the home of its manager, Mr. Matsumura. The building was planned and constructed by Kakuichi. ANCIENT VILLA, which functions as an incubation center for Kakuichi, is located nearby. One morning, after holding a training camp at ANCIENT VILLA, the President of Kakuichi mentioned that Karuizawa lacked good quality coffee and bread in the morning. The President's words decided the matter, and the garage house bakery was duly opened.

STORY of 01 BAKERY

ゼロからイチを生み出す、食を通してこの場所からモノやコトの起点となることを目指して名づけられた「01 BAKERY」は、中軽井沢にあるガレージハウスのベーカリー。店長の松村さんは、つながりやご縁を大切に、できる限り出所が明確でつくり手の顔が見える安心で良質な素材を使ってパンを焼いている。学生時代に「いつかは自分の店を持ちたい」と夢を描いた松村さん。埼玉県所沢市にある人気ベーカリーカフェ「いちあん」の市川社長に憧れ、ゼロから自分らしいパンが作れるパン職人を目指していちあんの門を叩く。製造チーフとして現場を統括しながら、扱う素材の産地訪問なども経験。生産者さんに直接会ってその人の想いや取り組みを聞くことで素材選びの大切さを知る。「体は食べたものでできて

いる」とは市川社長の言葉。「いちあん」で甘酒を使った酵母作りの研究をはじめた頃に、自分の食生活にも甘酒を取り入れてみたら驚くほど体調が整ったんです。食の在り方や価値、健康について深く考える機会を得て、自分でもパンを通して食の大切さを多くの人に伝えたいと、強く思うようになりました」と松村さん。長野県長野市に本社を置くガレージメーカーであるカクイチとの出会いをきっかけに、いちあんの2号店として軽井沢に「01 BAKERY」をオープン。いちあんの理念である、食で世界を豊かにする「食豊(しょくほう)」を掲げ、奥様と共に2人で店を切り盛りする。子どもの成長を自分ごとのように感じてくれるお客さまもいて、地域とのつながりを感じる日々を過ごしている。

01 BAKERY can be found in a garage house located in Nakakaruzawa. It was named with the aim of becoming a completely new starting point for offering goods and services from the region through food. The store manager, Mr. Matsumura, takes connections and relationships seriously. He bakes bread using high-quality ingredients that are as reliable as possible, with clear sources and identifiable manufacturers. When he was a student, Mr. Matsumura dreamed of owning his own store one day. His admiration for President Ichikawa of Ichian, a popular bakery cafe in Tokorozawa,

Saitama Prefecture, gave him the courage to knock on Ichian's door with the aim of becoming a baker who makes his own bread from scratch. While supervising the production site as a manufacturing chief, he also visited the production areas of handled ingredients. By meeting producers in person and hearing about their approaches and work, he learned the importance of carefully selecting ingredients. According to President Ichikawa, "You are what you eat". Mr. Matsumura recalls: "When I started researching how to make yeast using amazake (sweet sake) at Ichian, I

パンを通して食の大切さを伝えたい。

Aspiring to communicate the value of food through bread.

incorporated amazake into my own diet, and my health improved remarkably. I had the opportunity to think deeply about the nature and value of food, as well as health, and I came to realize that my aspiration is to convey the importance of food to as many people as possible through bread". After meeting Kakuichi, a garage manufacturer headquartered in Nagano City, Nagano Prefecture, Mr. Matsumura opened 01 BAKERY in Karuizawa as Ichian's second store. He and his wife run the store together based on Ichian's philosophy of "Shokuho" - enriching the world through food. They

spend their days feeling closely connected to the community, with a strong interest in the lives and families of their customers.



SPECIAL INGREDIENTS



国産小麦
100%

01 BAKERYが扱う
素材のはなし

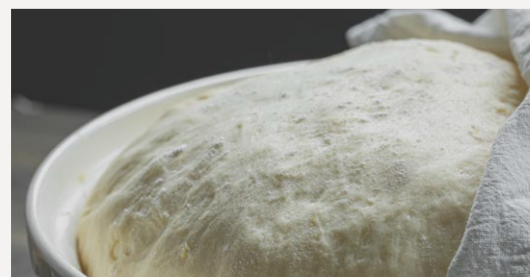
国産だから外国産だからというのではなく、できるだけ安心して食べることができ、つながりを大切に、国産小麦粉を使うことで身近な人や社会のお役に立てようになりたいと考えてたどり着いた着地点。信頼する農家さんが作る農薬不使用栽培の「小麦粒」を自家挽きした全粒粉も取り入れている。自家挽き全粒粉はミネラルを多く含む複雑で深い味わい。生地は3日間かけて低温長時間発酵させることで小麦特有の味わいや風味をできる限り最大限引き出している。

100% Japanese wheat

The important thing is not whether the wheat is produced in Japan or overseas. Mr. Matsumura uses Japan-grown wheat because he wants customers to be able to eat with as much peace of mind as possible, and because he cherishes connections and wants to be able to help people and society around him. He also uses home-ground wholewheat flour, which is grown without the use of pesticides by trusted farmers. Home-ground wholewheat flour is rich in minerals and has a complex and deep flavor. The dough is fermented slowly for three days at a low temperature to bring out the unique taste and flavor of the wheat as much as possible.

甘酒を用いた 自家培養酵母100%

パン酵母には甘酒を用いた自家培養酵母を使用。季節や環境によって変化する「いきもの」らしい酵母の微妙な変化に寄り添いながら、常に良い状態を目指して育み重ねる。自家製の甘酒はお世話になっている山形県の飯鉢さんが作る栽培期間中農薬不使用の「つや姫」と長野県の小池靴店さんが作る「米糴」を使用。



100% in-house yeast made with amazake

For his baker's yeast, Mr. Matsumura uses in-house cultured yeast made from amazake. He constantly strives to achieve better conditions while keeping in touch with the subtle changes in the yeast as a "living thing" affected by the seasons and environment. He makes homemade amazake with "Tsayahime" rice, which is produced by Mr. Iibachi of Yamagata Prefecture, and rice koji made by Koike Kojiten in Nagano Prefecture.



素材そのものの価値を 伝えることも大切な役割。

01 BAKERYのパンの素材選びは、その素材がどこから来てどんな人が関わっているのよに作られているのかを伝えられることが、大切な基準としている。「食に携わる人間としてより良い食の未来や社会のお役に立ち続けることを目指す自分たちにとって、扱う素材の説明を自信をもって出来ることは、播らぐことのないホリシのひびです。」と松村さん。できる限り産地を訪問し、実際に生産者さんに会い自分たちの目で見ることも心掛けています。01 BAKERYで扱う小麦や野菜、フルーツ、卵や牛乳などのほとんどは、信頼する農家さんや生産者さんが手がけたものが多い。

たのですが、鉱山洞窟をひたすら歩き続けた先で見つけた唯一の「出所」を目にした時の感動と、その場所が飲まれていることだ。フレッシュなあの味は忘れられない。また、パンの「らしさ」を引き出しやすいと思えます。ちなみに店内の壁材は岩清水が湧き出る岩間山の鉱石を原料の一部に使用しているのですが、そんな他ではあまり耳にしない物語もお客さまに伝えること興味深く聞き入ってください。卵や牛乳も、実際に産地に訪問させていただきました。どちらもアニマルウェルフェアに配慮した飼育環境で飼育員さんたちには愛情たっぷりで育てられています。驚いたのは特有の匂いが極めて少ないこと。発酵飼料をもとに与えられる管理の行き届いた食事環境がその理由のひとつです。そんな動物たちから恵まれる卵や牛乳は言うまでもない美味しさで、01 BAKERYのパンやドリンクに活かされています。こうした良質な素材がいつでもあり続けられるよう、私たちが使い続けていくことで、わずかながらでも生産者さんのお役に立てたら嬉しいと松村さん。01 BAKERYで扱う素材はたまたまの試行錯誤と想いの結果から生まれたものばかり。良質な素材そのものの価値を伝えていくことも、大切な役割だと考えている。

Conveying the value of ingredients is an important job.

01 BAKERY's selection of bread ingredients is based on the following important standard - "being able to tell where ingredients come from, who was involved, and how they were produced."

"As people working with food, it is one of our unwavering policies that we can confidently explain the ingredients we work with as we strive for a better food future, and continue to serve society", says Mr. Matsumura. He tries to visit production areas as often as possible, meet the producers, and see things with his own eyes. Almost all of the wheat, vegetables, fruit, eggs and milk handled by 01 BAKERY are handled by their trusted farmers and producers.

"For example, we use vegetables that have been grown by Mr. Inoue (representative of Chirinsha) without relying on pesticides or fertilizers. I have known him since we first came to Karuizawa. I remember helping out in the fields several times. Experiencing vegetables being grown in accordance with the principles of nature, I got a sense of the richness of the soil being transmitted to my senses. Mr. Inoue is a cheerful and wonderful person who speaks with a Kansai dialect. He also works as a nature guide, and I am indebted to him both through work and in private.

"Iwashimizu", which is used to make our bread, is ultra-soft water with a clear source that springs from Mt. Iwama in Shiga Prefecture. I had the pleasure of seeing the

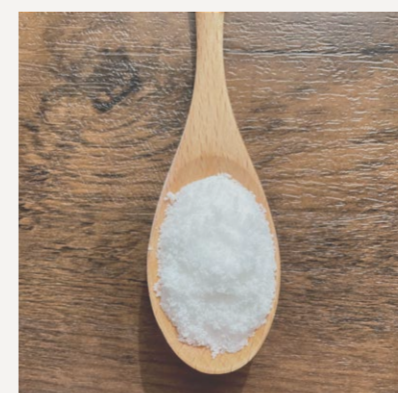
water source a few years ago, and I will never forget how impressed I was to find its only source after a long walk through a mine cave. The fresh taste of the water there was unforgettable. It's clean taste and soft texture make it easier to bring out the "original taste" of bread. Incidentally, the wall materials in our store are partly made using ore from Mt. Iwama, the source of our Iwashimizu water. This always interests our customers, who often say they've never heard of this being done elsewhere.

I also visited the production areas for our eggs and milk. Both are raised with a lot of love by breeders who prioritize animal welfare environments. What surprised me was that there were very few noticeable odors in either case. One of the reasons for this is the well-controlled dietary environment provided by fermented animal feed. It goes without saying that the eggs and milk provided by such animals are delicious, and we use them in 01 BAKERY's bread and drinks."

Mr. Matsumura explained that he is happy to help these producers even a little by continuing to use such high-quality ingredients in the hope they can continue forever. The ingredients handled at 01 BAKERY are the result of a lot of trial, error, and thought. He believes it is important to continue to convey the value of quality ingredients.

カンホアの塩

ベトナムのカンホアで開発された天日海塩「カンホアの塩」を使用。ナトリウムだけでなく海水の様々な成分を全体的に取り込んだ、海のように深く豊かな味わいが特徴。パンの奥深い味わいの名脇役。



Khánh Hòa salt

01 BAKERY uses "Khánh Hòa salt," produced in Khánh Hòa, Vietnam. It is characterized by a deep and rich taste like the sea, incorporating not only sodium but also various sea water nutrients. It plays an important supporting role in the deep taste of the bread.

自家挽き全粒粉

信頼する農家さんが作る農薬不使用栽培の小麦粒を自家挽きして作る全粒粉を主にハードパンに取り入れている。フレッシュな香りや滋味深い味わいはもちろん、安心・安全でカラダとココロが喜ぶ01 BAKERYらしいパンを作るうえで欠かせない素材のひとつで大切なひと手間。



Home-ground wholewheat flour

He also uses home-ground wholewheat flour, which is grown without the use of pesticides by trusted farmers, mostly for hard breads. Not only does it have a fresh aroma and rich flavor, but also has a safe and reliable source, making it one of the essential ingredients for baking bread befitting 01 BAKERY - bread that pleases both your body and soul.

01 BAKERY が扱う 素材のはなし

できる限り出所が明確で安心・安全・良質なもので

The ingredients used by 01BAKERY

Using reliable and safe ingredients, with the clearest possible source



超軟水地下深層水

滋賀県岩間山の地下深層から湧出する超軟水の希少水「岩深水（いわしみず）」を使用。より純度の高い天然水だから素材の旨味を最大限に引き立てる。飲みやすくまろやかな口当たりで体に染み込むおいしさ。鉱山の奥深く、毎分 80 リットルが湧き出る岩深水。どこから来たのか水源が確かな水を使うこと。日本の大切な水源を守り、次世代に継承したいという想いのもと、カクイチがウォーターライフクリエーション事業として展開している。

詳しくはこちら↓



<https://iwashimizu.co.jp/>

Ultra-soft deep groundwater

01 BAKERY uses "Iwashimizu," a rare source of ultra-soft water that springs from the deep underground at Mt. Iwama in Shiga Prefecture. Using natural water with higher purity enhances the flavor of the ingredients to the maximum. It is easy to drink and has a mild taste that permeates your body. Deep in the mine, 80 liters of Iwashimizu water gush out every minute. The key is to use water with a clear source. With a desire to protect Japan's precious water sources and pass them on to the next generation, Kakuichi is developing a "water life creation" business.

SPECIAL INGREDIENTS



標高1,100メートルの山麓、山梨県甲斐市にある黒富士農場で育てられた安心安全な「放牧卵」を使用。夏でも涼しく過ごしやすい自然環境のもとで育てられた鶏の卵はおいしさが際立つ。ミネラル豊富な天然の湧水を飲み、腸内環境に配慮した発酵飼料を食べ、健康に育てられた鶏の卵は臭みがなく、濃厚でコクのある味わい。卵本来の旨味を味わうなら、卵かけご飯やゆで卵がおすすめ。塩を振るだけでもおいしく味わえる。

100% Japan-reared free-range eggs

Safe and reliable free-range eggs are used, produced by chickens raised at Kurofuji Farm in Kai City, Yamanashi Prefecture in the foothills of a mountain at 1,100 meters altitude. Eggs from these chickens are raised in a natural environment that is cool and comfortable, even in summer, and they stand out for their delicious taste. The eggs of chickens raised in good health, drinking natural spring water rich in minerals and eating fermented feed with consideration for their intestinal environment, have no odor and a rich and full flavor. Eating the eggs raw on rice or as a boiled egg are recommend ways of enjoying their natural flavor. The eggs can also be enjoyed with just a sprinkle of salt.



丹波品質！ 氷上低温殺菌牛乳

兵庫県丹波市の丹波乳業が扱う「氷上低温殺菌牛乳」を使用。牛乳臭さがない自然な甘味が特徴。脂肪球を破壊しないノンホモ牛乳だから生乳そのままの風味を楽しめる。地元酪農家が、できる限りストレスをかけずに育てたいと、光と風が心地良い開放的な牛舎を整備。腸内環境に配慮した発酵飼料を食べ、大切に育てられた牛から搾られる牛乳は、まろやかで口当たり滑らかな飲み心地。そのままホットミルクにしても心温まる味わい。

Tanba quality! Milk pasteurized on ice

01 BAKERY uses milk pasteurized on ice by the Tanba Milk Company from Tanba City, Hyogo Prefecture. The milk is characterized by its natural sweetness and lack of milky odors. Using milk free from artificial hormones, which preserves the fat globules, allows you to enjoy the natural flavor of fresh milk. Local dairy farmers want to raise their cattle with as little stress as possible, so they maintain comfortable open barns with light and wind. The milk comes from cows raised carefully with fermented feed for a better intestinal environment. This helps to produce milk that is mild and smooth to drink. It has a heartwarming taste, even when drunk as hot milk.



BAKERY BREAD

お客さまの声を聞くこと、
伝えることを大切に。



パンのはなし

バゲット・パタール

国産小麦粉と岩深水、自家培養甘酒酵母とカンホアの塩だけで作るフランスパン。低温長時間発酵でゆっくりと熟成させて引き出した小麦本来の香り、深い味わいと、甘酒酵母特有の柔らかい甘味を感じられる。軽井沢で暮らす外国の方にも人気が高い。

Baguettes and batards

French bread made using Japanese wheat flour, lwashimizu water, in-house amazake yeast, and Khánh Hòa salt. You can savor the natural aroma and deep flavor of the wheat, which are extracted by slowly allowing the dough to rise at a low temperature, and the soft sweetness characteristic of amazake yeast. The bread is also very popular among foreigners living in Karuizawa.



放牧卵のクリームぱん

01 BAKERY 人気NO.1のパン。放牧卵と低温殺菌牛乳、北海道産純生クリームと甜菜糖、オーガニックバニラビーンズを原材料に、まろやかな味に仕上げた自家製カスタードクリームがたっぷり詰まったクリームぱん。確かな素材が織りなす確かな味わい。

Cream buns made using free-range eggs

The most popular bread at 01 BAKERY. The cream bun is generously filled with homemade custard cream made using free-range eggs, pasteurized milk, pure fresh cream from Hokkaido, beet sugar, and organic vanilla beans for a mild taste. It has a reliable flavor thanks to its dependable ingredients.



「パンはお米と同じように主食となるもの。和洋中どんな料理にも合わせられる柔軟性や自由度があります。特にうちのパンは甘酒酵母を使っているからか、ほのかにお米の味わいも感じられるため、メニュー開発の幅が広く、塩麹や醤油麹を使った和テイストのパンにも積極的にチャレンジしています」と松村さん。軽井沢エリアで好まれるハード系パンを中心に、斬新で失った商品も多く揃う01 BAKERY。意外な組み合わせに驚きながらも、パンを食べてみると、納得してくださるお客さまも多いという。丁寧に作っているのがわかる、体の中にすっと入ってくるのがわかるなど、素材の良さにも気づく方も多い。

「01 BAKERY」では、お客さまの声を聞くこと、ストーリーを伝えるということも大切にしています。厨房というクロスドな世界にこもっていると、どうしても自分の経験則や固定観念に囚われてしまいがちで、ニーズを掴みづらかったりするので、パン職人として経験を積み重ねるほどエゴが強くなるという。だから、お客さまがどういったパンを好まれるのか、どんな召しあがり方をするのか、普段の接客でさりげなく伺うことを大切にしています。それを自分たちが作るパンに活かし、アップデートを重ねていく。実際にお客さまの声から生まれた商品もいくつかあります。想いを込めて作ったパンのひとつについては当然ストーリーが溢れているから、自然と店内のプライスカードは長めの文章になっています。少しでも何かを感じ取っていた

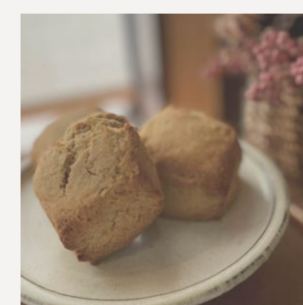
「ただれば嬉しいです」と松村さん。人と人との関わり合いを大切に。ありがたいご縁で使わせていただいている良質な素材を組み合わせ、この地域の嗜好に合ったパンを表現していく。



The importance of listening to and communicating with customers.

According to Mr. Matsumura: "Like rice, bread is a staple food. It has the flexibility and freedom to go with any cuisine - Japanese, Western or Chinese. We use amazake yeast, and this probably explains why our bread has a subtle taste of rice, making it easier to develop a range of menu options. We are actively taking on the challenge of making Japanese-tasting bread using shio koji and soy sauce koji." 01 BAKERY has many innovative and cutting-edge products, mostly hard bread, which is popular in the Karuizawa area. Many customers are surprised by the unexpected combinations, but are satisfied when they try the bread. Many people notice the quality of the ingredients and care that goes into making the products, and they notice how easily it is absorbed by their body. Mr. Matsumura continues: "At 01 BAKERY, we value listening to our customers and telling them our story. When you're stuck in the closed world of a kitchen, you

tend to get caught up in your own rules of thumb and stereotypes, and it can be hard to grasp customers' needs. The more experience you have as a baker, the stronger your ego becomes. That's why it is important to casually ask customers what kind of bread they like and how they like to eat it. We then need to use this information in the bread we make, and keep updating. Some of our products were actually created based on our customers' views. I put a lot of thought into each piece of bread I make, which has naturally led to the price labels in the store containing long descriptions. Nothing makes me happier than when my customers sense something meaningful from our products." Valuing relationships between people. We combine high-quality ingredients that we are thankful to use. This allows us to express the flavors of the region through our bread.



米糠のスコーン

ミネラル豊富な米糠を使ったスコーン。ベーキングパウダーは使わずに少しの重曹でふっくらと焼き上げている。さっくり、ほろほろとした、口どけの良い食感。ミルクな味わいに米の香りがふんわりと香る。米糠は飯鉢さん(山形県鶴岡市)と田原さん(長野県御代田町)が作る農業不使用栽培の米からとれる米糠を使用。

Rice bran scones

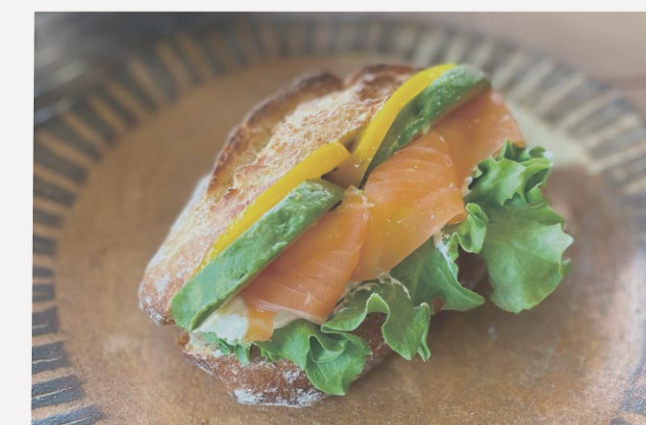
Scones made of mineral-rich rice bran. Baking powder is not used, but a little baking soda is added to create fluffier scones. The texture is light, crumbly and melt-in-your-mouth. It has a milky taste and the light aroma of rice. The rice bran is made from rice grown without agrichemicals by Mr. libachi (Tsuruoka City, Yamagata Prefecture) and Mr. Tanbena (Miyota Town, Nagano Prefecture).

信州サーモンのサンド

信州スモークサーモンと共によつ葉クリームチーズやグリーンオリーブ、自家製ハーブソースやパプリカマリネ、アボカドなどを挟んだ五感に響くサンドイッチ。パンは軽い食感のリユスティックを使用。このパンを求めてリピートされるお客さまも多い。

Shinshu salmon sandwich

This sandwich is made using Shinshu smoked salmon and Yotsuba cream cheese, green olives, our homemade herb sauce, a paprika marinade and avocados. It truly resonates with your senses. The bread has a light texture rustic. Many customers buy this bread regularly.





01 BAKERY の店内は、中軽井沢の地理的な特徴をイメージした木々の連続と起伏が表現され、毎日焼き上がる多様なパンを引き立てるデザインとなっている。ガラス張りの厨房ではパン作りの様子を見ることができ、お客さまとの距離を近くしている。

The interior design of 01 BAKERY features a series of trees and undulations inspired by the geographical features of Nakakaruzawa. It has been designed to enhance the variety of bread baked every day. In the glass-walled kitchen, you can see how the bread is made, bringing the customers closer.



中軽井沢駅から約660メートル。観光地の喧騒から離れた軽井沢の別荘地にあるガレージハウスのベーカリー「01 BAKERY」。ハード系パンを中心に素材を活かした自家製酵母パンを常時30種類ほど販売。店舗前には広いテラスがあり、テイクアウトした焼ききたてパンと自家製ドリンクを味わうこともできる。犬用のリードフックも備えているため、ワンちゃん連れでも安心。

The store is about 660 meters from Nakakaruzawa Station. 01 BAKERY is a garage house bakery store located in a holiday home area in Karuzawa, away from the bustle of tourist hotspots. We always sell about thirty different kinds bread made with inhouse yeast, mainly hard breads, expressing the ingredients' unique nature. There is a large terrace in front of the store, where you can enjoy freshly baked takeaway bread and homemade drinks. This also has a leash hook for dogs, and you are more than welcome to bring your dog along.



甘酒スムージー

自家製の甘酒と有機無調整豆乳、希少な国産アップルバナナ(沖縄県産)で作るスムージー。砂糖不使用の優しい甘味で素材の味わいが活かされている。季節のフルーツを使用した数種類のフレーバーが春頃から登場予定。

Amazake smoothie

The smoothie is made with homemade amazake, organic soy milk, and rare Japanese "apple bananas" (from Okinawa Prefecture).

It has a gentle sweetness with no added sugar, allowing you to fully appreciate the natural taste of the ingredients. In the spring, we plan to release several new flavors using seasonal fruits.



甘酒小豆ラテ

甘酒と有機豆乳、お店で炊いた自家製あんこを合わせて作るカラダもココロも温まるラテ。あんこの豊かな香りと甘酒のピュアな甘味が心地良くマリアージュされている。オーダー時に豆乳を牛乳に変更することも可能。

Amazake azuki bean latte

This latte is made by combining amazake, organic soy milk, and homemade sweet bean paste prepared at the store. It warms both the body and the soul. The rich aroma of the sweet bean paste and pure sweetness of amazake go very comfortably together. If you prefer, you can switch from soy milk to regular milk when ordering.

STORY of 01 BAKERY



あんこ

お店で丁寧に炊いて作るほっこり優しい甘味の手づくりあんこ。パンやドリンクに使用する他、量り売りでのテイクアウトも承っている。小豆は北海道産の良質なものを使用し、甜菜糖と天日塩だけで仕立てた上品な味わい。お餅やおはぎなどにもおすすめ。

Sweet bean paste

The handmade sweet bean paste is carefully boiled at the store, and has a warm and gentle sweetness. In addition to using it for bread and drinks, it is also sold to customers by weight. High-quality azuki beans from Hokkaido are used for the paste, which has an elegant taste and is seasoned only with beet sugar and sun-dried salt. It is recommended for rice cakes and ohagi rice cakes.

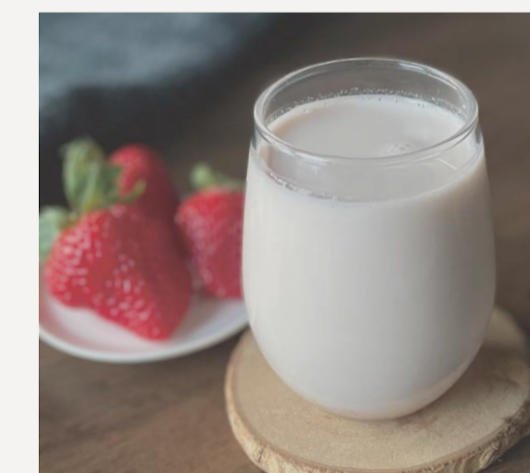


季節のスープ

地元で採れた野菜を中心に、栽培期間中農薬不使用のものも取り入れて作るカラダ温まる自家製スープ。季節によってミネストローネやポタージュなど旬の素材を活かして形を変えて。パンとの相性は言うまでもなく。ファンも多い人気商品。

Seasonal soups

The warming homemade soups are made using agricultural-free products throughout the growing season, mainly locally-grown vegetables. The soups are adjusted depending on the season, utilizing seasonal ingredients for minestrone and potage. Of course, the soups are the perfect accompaniment to the bread. They are a popular choice, and have with many fans.



いちごミルク

オリジナルの自家製いちごシロップと低温殺菌牛乳を合わせて作る人気NO.1ドリンク。いちごのらしい香りや柔らかい酸味を存分に感じることができ、確かな味わい。シロップに使ういちごは栽培期間中農薬不使用のもの(茨城県・埼玉県産)を使用している。パック詰めのシロップも販売していて、お土産などにも喜ばれている。

Strawberry milk

Strawberry milk is our most popular drink. It is made by combining original homemade strawberry syrup and pasteurized milk. It has a reliable flavor that allows you to fully enjoy the aroma of strawberries and soft acidity. The strawberries used in the syrup are produced in Ibaraki and Saitama Prefectures, and no agricultural chemicals are used during cultivation. The syrup is also sold in packs and is well appreciated as a souvenir.

食豊

-shokuhō-



いちあんの理念として「01 BAKERY」でも継承する「食豊（しつぽう）」は「食で世界を豊かにする」という想いから生まれた創業当初から大切にされ続けている独自の言葉。「食」を通じて、お客さまや共に働く仲間とその家族、生産者さんやお取引先の方々、関わるすべての人々のカラダやこころ、さらには取り巻く環境が豊か（＝幸せ・良い状態）になることに貢献し続けたいという想いが込められている。

Background to the philosophy

“Shokuhō,” which was inherited by 01 BAKERY as a philosophy from Ichian, is a unique word that has been cherished since the company was founded with the aspiration of “enriching the world through food”. Through “food” the company hopes to continue contributing to the physical and mental health of customers, co-workers and their families, producers and suppliers, and all stakeholders. The goal is to help build a rich (or in other words, a happy and positive) environment for all.

AN IMPORTANT 'THOUGHT'.



01 BAKERYでは地域の交流を目的としたイベントを企画中。これまでご縁をいただいた生産者さんや農家さん、お招いたマルシェや、ワークショップ、自分たちが作るものや関わるもの、ストーリーをお伝えするお話を開催するなど、つながりのある人たちとゆつくりと語り合える場を作りたいと松村さん。

「軽井沢は移住者も多く、多様な価値観を持った人が集まった魅力的なエリアです。軽井沢に来て様々な出会いを重ねてきたことで自分の人生観も少しずつ育まれていると感じます。自分たちのこともそうですが、ありがたいご縁で関わらせていただいている魅力的な



Taking time to talk with the people you connect with.

01 BAKERY holds events for local people to meet together. Mr. Matsumura tries to create opportunities for people to share their stories, for example at market events and workshops to which the producers he has worked with are invited, as well as chat sessions where people can talk about their work and background stories. “Karuzawa is attractive, with many people moving into the area, and its people have diverse values. I feel that my outlook on life has been gradually nurtured by the many encounters I have had in Karuzawa. It would be great if we could create opportunities for more people, and ourselves of course, to learn about the activities and projects of the interesting people with whom we are so grateful to be connected.” People are starting to take advantage of 01 BAKERY as a way of revitalizing the local community, and the world is slowly being enriched through food, one step at a time.

つながりのある人たちと、ゆつくりと語り合う時間を。



想いのほなし

誰しもが互いに認め合い、役に立つことを実践していく。

01 BAKERYでは「農福商連携」にいちあんと共同で取り組んでいる。農福商連携とは循環するしくみのこと。「農家さんや生産者さんをはじめ、福祉の事業所さんやその利用者さん、私たちのような事業者や消費者、そして私たちを含めた消費者とのつながり。それぞれができることを自分の役割を持って実行し、それぞれの存在を認めて尊重し合いながら、可能性を探し続ける取り組みです」と松村さん。手をかけ時間をかけ育まれる食べものたちを使い切ることで、さまざまな人々で構成されるこの社会で誰しも互いに役に立つことを実践する「しよ」を大切にしている。「01 BAKERY」のパンにも使われている小麦粒やシロップやコンフィチュール、パウダーなどは、生産者さんや福祉の事業所さんなど連携して生産しています。ものによっては加工に途方もなく手間がかかってしまふものもありますが、丁寧にひとつひとつ手作業で作っていただいています。お客さまには安心できる素材を使ったおいしいパンを、利用者さんにとっても、作ってもらえる人が多くの人に届けられるという喜びがある。つながりに感謝しながら、食を通してより豊かな社会を目指して、わずかでもできることから。

Recognizing each other and actively trying to be useful.

01 BAKERY is working jointly with Ichian to build “partnerships between agriculture, welfare, commerce, and consumers”. “Partnerships between agriculture, welfare, commerce, and consumers” is a circular concept. Mr. Matsumura explains: “This means the links between the farmers and producers, the welfare facilities and other users, businesses like ours and other merchants, and finally the consumers, which also includes us. Each of us plays our role to the best of our ability, and we continue to look for and work on new possibilities while acknowledging and respecting each other’s existence.” It is important to use all of the food, which took such time and effort to produce, and also to put into

practice ways of helping each other in our diverse society. “We produce wheat grain used in 01 BAKERY bread, as well as syrups, confitures and powders, in cooperation with producers and welfare facilities. Some products require a lot of processing, but they are each carefully made by hand.” We offer customers delicious bread that is made with safe ingredients. Users also are happy that their products are delivered to many people. We appreciate the connections we make, and are committed to playing our own small part in enriching society through food.

01 BAKERY 店長 松村 拓郎さん

01 BAKERY Store manager Takuro Matsumura.



栄養士専門学校を経て、いつかは自分の店を持ちたいと、パン作りを通して経営を学ぶため地元で人気のあるベーカリーに就職。ゼロから自分らしいパンを作り上げる職人を目指して隣町にある「いちあん」に転職。独学でパンの製造をマスターして人気ベーカリーを築き上げた社長に惹かれ、パンのいろはを学ぶ。カクイチからの誘いを受けて家族で軽井沢に移住。2022年7月に「01 BAKERY」をオープン。店長として地域の嗜好に合ったパンやサービスを模索しながら店舗運営を続け、現在に至る。

After studying at a nutritionist college, Mr. Matsumura took a job at a bakery popular in the local area so that he could learn about management through baking, in the hope of having his own bakery one day. Starting from scratch, he moved to Ichian in the next town to become an artisan who makes his own bread. He was attracted by the President of Ichian, who built a popular bakery by mastering the production of bread on his own, and learned the basics of breadmaking. His family moved to Karuzawa in response to an invitation from Kakuichi. 01 BAKERY opened in July 2022. As store manager, he continues to run the store while searching for new types bread and services to meet local needs.

Initiatives 取り組みのこと

『持続可能性と環境への取り組み』

“Sustainability and environmental initiatives”

使用される材料の持続可能性

- ◎小麦やパウダー、シロップやジャム、粉袋オリジナルトートバック
農福商連携の一環で生まれたもの
- ◎水上低温殺菌牛乳や放牧鶏卵
アニマルウェルフェアに配慮した飼育環境やバイオテクノロジーを活用
- ◎地輪舎さんの野菜など
資源を活用した生物・環境に負荷をかけない循環型農業



One-of-a-kind original tote bag.

The “upcycled flour bag material tote bag” was created out of Ichian’s philosophy of valuing “connection” and “circulation”. At 01 BAKERY, Karuizawa is setting the stage for new developments.

The bakery is reusing flour bags that would normally be thrown away in its everyday business. They are designed and produced by “STUDIO PEPE”, a workshop at a welfare facility in Toshima Ward, Tokyo. You will love the pop and retro feel of the

flour bag. This is a one-of-a-kind original tote bag made by combining flour bags with astringent persimmon juice and processing them like leather to create a pretty patchwork design. This popular product sells out every time it goes on sale because it is carefully made by hand, which limits the numbers available. It is such a joy to see customers who come to the store to buy bread using the tote bags as shopping bags.

Sustainability of the used ingredients

- ◎ Wheat, powder, syrup, jam, and original tote bags made from flour bag material
These are produced as part of the “partnerships between agriculture, welfare, commerce, and consumers”.
- ◎ Milk pasteurized on ice and free-range eggs
The breeding environment prioritizes animal welfare, and biotechnology is utilized.
- ◎ Use of Chirinsha’s vegetables, etc.
Recycling-oriented farming, in which resources are fully utilized, imposes less of a burden on organisms and the environment.

世界にひとつだけの オリジナルトートバック。

いちあんの「つながり」や「循環」を大切に作る姿勢から生まれた「小麦粉袋リメイクトートバック」。

01 BAKERYでも軽井沢という地をステージに新たな展開がはじまっている。

パン屋の日常で通常であれば捨てられてしまう小麦粉袋を再利用。東京都豊島区にある福祉施設内の工房「STUDIO PEPE」がデザインと製作を担当。小麦粉袋そのもののポップでレトロな雰囲気にも愛着が湧く。柿渋で革のように加工し、小麦粉袋を組み合わせてパッチワークのように仕上げたデザインもかわいいため、世界にひとつだけのオリジナルトートバック。

丁寧な手作業で作るため数に限りがあり、販売するたびに売り切れてしまう人気商品。トートバックを買い物袋にしてパンを買いに店を訪れてくださるお客さまの姿に出会えると喜びもひとしお。

STUDIO PEPE

福祉施設内にある工房。通常廃棄される米や小麦の袋を1枚の紙にして、柿渋を塗り、新たに生まれ変わった紙にデザインをプラスしてオリジナル製品を手作業で作っている。

東京都豊島区長崎1-3-10 営業時間：10:00~16:00
TEL：03-5926-5256

The workshop is based at a welfare facility. Rice and wheat bags, which are usually discarded, are made into sheets of paper, and coated with astringent persimmon juice. Designs are added to the newly transformed paper, which is used to make original products by hand.

1-3-10 Nagasaki, Toshima-ku, Tokyo
Opening hours: 10:00 - 16:00
TEL: 03-5926-5256

農福商連携の一環で生まれた 紫いもパウダー

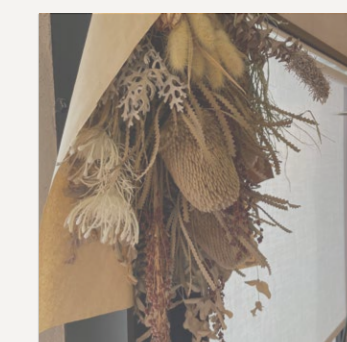


いちあんが創業当初からお世話になっている安藤農園さん(埼玉県)の紫いもで作った紫いもパウダー。価値ある安藤さんの作物を使い切るあり方のひとつ。無肥料・農薬不使用で育てられた紫いもは色鮮やかで優しい風味。ラテに溶かしたり、焼き菓子作りに使ったり、使い次第で日常をちょこっと華やかにしてくれるアイテム。

Purple sweet potato powder is produced as part of the “partnerships between agriculture, welfare, commerce, and consumers”.

Purple sweet potato powder is made from purple sweet potatoes grown at Ando Farm (Saitama Prefecture), which has helped Ichian since its foundation. This is one way of fully utilizing Mr. Ando’s valuable crops. Purple potatoes grown without fertilizers or pesticides have a vivid color and gentle flavor. It can be dissolved into a latte, used to bake confectionery, or simply to give a little sparkle to your everyday life, depending on how you use it.

INFORMATION



焼き菓子各種 Varied lineup of baked confectionery



◎きなこラスク

大豆を丸ごと使った全粒きなこ、香ばしいきなこの2種類の国産きなこをブレンドしてからめた手作りラスク。

◎ Kinako rusks

This homemade rusk is made by blending whole soybean kinako, and two kinds of fragrant Japanese kinako.

◎プレミアムプラリネ

香ばしく丁寧にローストした数種類のナッツをたっぷり使いキャラメリゼ。コーヒー、紅茶、お酒とも良く合う。

◎ Premium praline

The aromatic premium praline is caramelized and carefully roasted with generous portions of different types of nuts. It goes well with coffee, tea and alcohol.

◎ビスコッティ

ナッツとチョコがぎっしりと詰まったイタリアの焼き菓子。ワインにもよく合う大人な味わい。ベーキングパウダー不使用。

◎ Biscotti

This is an Italian baked confectionery, packed with nuts and chocolate. It has a mature taste that goes well with wine. No baking powder is used.



埼玉県所沢市にある自家製酵母パンと手作りあんこで人気のベーカリーカフェ。2009年3月に無店舗移動販売メインで開業し、2015年3月に現在の地にベーカリーカフェをオープン。パンに向いているだけでなく、その「おいしい」は本当の「おいしい」なのかを念頭に、生産者さんや関わる人の顔やつながりの見える、できるだけ近くで採れたもの、負荷の少ないもの、質の良いものを中心に素材選びをしている。

自家製酵母ぱんと手づくりあんこの店 いちあん

埼玉県所沢市旭町 27-23 TEL：04-2941-6862
営業時間：10：00～18：00 定休日：月・火・水曜日



27-23 Asahi-cho, Tokorozawa-shi, Saitama Tel: 04-2941-6862
Opening hours: 10:00-18:00 Closed: Monday, Tuesday and Wednesday

Ichian - a bakery-cafe selling bread made from inhouse yeast, and handmade sweet bean paste

Ichian is a bakery-cafe in Tokorozawa, Saitama Prefecture, popular for its bread, which is made using inhouse yeast, and its homemade sweet bean paste. In March 2009, it opened its main business as a non-storefront mobile shop, and in March 2015, it opened a bakery-cafe in its current location. Ingredients are chosen not only on the basis of whether they would make good bread, but also by thinking about whether the “delicious” taste is backed up in other respects. For example, it tries to maintain the closest possible relations with producers and others, have a low impact on the environment, and offer high quality.



中軽井沢駅から約660メートル。観光地の喧騒から離れた軽井沢の別荘地にあるガレージハウスのベーカリー「01 BAKERY」。ハード系パンを中心に素材を活かした自家製酵母パンを常時30種類ほど販売。店舗前には広いテラスがあり、テイクアウトした焼きたてパンと自家製ドリンクを味わうこともできる。

01 BAKERY

長野県北佐久郡軽井沢町長倉 2213-8
TEL：0267-31-0590

営業時間：7:00～17:00 (冬季 9:00～17:00) ※売り切れ次第終了
定休日：月・火・水曜日

The store is about 660 meters from Nakakaruzawa Station. 01 BAKERY is a garage house bakery store located in a holiday home area in Karuizawa, away from the bustle of tourist hotspots. We always sell about thirty different kinds bread made with inhouse yeast, mainly hard breads, expressing the ingredients’ unique nature. There is a large terrace in front of the store, where you can enjoy freshly baked takeaway bread and homemade drinks.

2213-8 Nagakura, Karuizawa-cho, Kitasaku-gun, Nagano

Tel: 0267-31-0590

Opening hours: 7:00-17:00 (9:00-17:00 in winter) Closes when sold out.

Closed: Monday, Tuesday and Wednesday



https://www.instagram.com/_01BAKERY_/



<https://www.facebook.com/01BAKERY.karuizawa/>