

History

In the 1910s, Kewpie founder Toichiro Nakashima traveled to the United Kingdom and the United States as an overseas intern for what was at that time the Japan Department of Agriculture and Commerce. He returned to Japan having developed a fascination with the delicious flavor of orange marmalade and nutritional value of mayonnaise used in potato salad. In 1925, based on his desire to “help improve the physiques and health of Japanese people by making delicious, nutritious mayonnaise so widely available that it becomes a daily necessity,” the Company launched KEWPIE Mayonnaise, a highly nutritious egg-yolk type mayonnaise. In 2025, KEWPIE Mayonnaise celebrates its 100th anniversary since its release, and it has become beloved not only in Japan but also around the world. Since its founding in 1919, Kewpie has continued to value our founder’s “desire to contribute to the health of customers.” Going forward, we will continue to honor this founding ambition with the aim of becoming a Group contributing to the food culture and health of the world through “great taste, empathy, and uniqueness.”

1919	Shokuhin Kogyo Co., Ltd. (predecessor of Kewpie Corporation) established to manufacture sauces mainly.		
1925	KEWPIE Mayonnaise, the first Japanese-made mayonnaise, launched. Introduction of “KEWPIE” trademark.		 Advertisement for KEWPIE Mayonnaise sales launch published in a 1925 edition of The Canners Journal
1932	Kidoen Corporation (presently AOHATA Corporation) established. AOHATA Marmalade launched.		AOHATA Marmalade
1941	Shipment of KEWPIE Mayonnaise reaches nearly 100,000 cases (approximately 500 tons).		
1943	KEWPIE Mayonnaise production halted due to difficulties in obtaining the ingredients during the war.		
1948	Production of KEWPIE Mayonnaise resumed.		
1957	Shokuhin Kogyo Co., Ltd. renamed Kewpie Corporation.		
1958	KEWPIE Mayonnaise in plastic bottle packaging launched. Application of red mesh pattern to KEWPIE Mayonnaise packaging. KEWPIE French Dressing, the first Japanese-made dressing, launched.	 	KEWPIE Mayonnaise in plastic bottle KEWPIE French Dressing (Red)
1959	KEWPIE Meat Sauce, the first Japanese-made canned meat sauce, launched.		KEWPIE Meat Sauce
1960	KEWPIE Baby Food launched (in cans).		KEWPIE Baby Food
1961	Factory tours (currently known as “Open Kitchen”) started.		
1962	Nishifu Industries Co., Ltd. (presently Kewpie Jyozo Co., Ltd.) to manufacture vinegar used exclusively for KEWPIE Mayonnaise established. “Kewpie Three-minute Cooking” TV show airs.		
1965	KEWPIE Oriental Dressing, Japan's first soy-sauce-based dressing, launched.		KEWPIE Oriental Dressing
1966	Kewpie Warehouse Transport Co., Ltd. (presently K.R.S. Corporation) established.		

1969	Full-scale sales of products for food service market through San-ei Provisions Co., Ltd.	
1970	Listed on the Tokyo Stock Exchange Second Section. AOHATA 55 Orange Marmalade, the first Japanese-made low-sugar jam, launched.	 AOHATA 55 Orange Marmalade
1972	Marketing functions transferred from NAKASHIMATO CO., LTD. to Kewpie Corporation.	
1973	Promoted to the First Section of the Tokyo Stock Exchange.	
1975	Kewpie & Blue Flag Group Overseas Division set up. Deria Foods Co., Ltd. established to expand into the ready-to-eat market with delicatessen products specializing in salads.	
1977	Kewpie Egg Corporation established. *In 2018, Kanae Foods Co., Ltd. merges with Kewpie Egg Corporation.	
1982	Entry into Fine Chemical market. Q&B FOODS, INC. (California, USA) established.	
1984	JANEF Non-oil Dressing, Japan's first non-oil dressing, launched.	 JANEF Non-oil Dressing
1987	Thai Q.P. Co., Ltd. (presently KEWPIE (THAILAND) CO., LTD.) established. *In 2009, operations of Thai Q.P. Co., Ltd. transferred to KEWPIE (THAILAND) CO., LTD.	
1991	KEWPIE Half launched.	 KEWPIE Half
1993	BEIJING KEWPIE CO., LTD. established. KEWPIE Tasty Japanese Dressing and Kewpie Tasty Chinese Dressing launched.	 KEWPIE Tasty Dressing
1999	Salad Club, Inc. established to manufacture and sell packaged salads (cut vegetables). KEWPIE Yasashii Kondate launched. (In the previous year, Japan's first nursing care food for retail market launched.)	 KEWPIE Yasashii Kondate
2000	KEWPIE Deep-roasted Sesame Dressing launched.	 KEWPIE Deep-roasted Sesame Dressing
2000s	Overseas business actively developed, including establishment of additional bases in China and Southeast Asia.	
2013	Sengawa Kewport (Chofu-city, Tokyo), a multi-use facility for Kewpie Group R&D and administrative offices, established.	
2015	Mirai Tamago(Fuchu-city, Tokyo), a group training center to promote human resource development, set up.	
2016	Shibuya Head Office (Shibuya-ku, Tokyo) rebuilt, which then designated as a base of operation for head office and sales divisions.	
2017	Kewpie Mirai Tamago Foundation established to contribute to society through food.	

2020	Kansai Kewport (Itami-city, Hyogo), an integrated production, sales and distribution base in Western Japan for chilled processed food products, established.
2022	Opened "Fukaya Terrace Vegetabele Friends' Farm", it is possible to experience the appeal of vegetables.
2024	KEWPIE AUSTRALIA PTY.LTD.established.