

Kewpie Corporation

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Sets up New Sales Company in Australia

Kewpie aims for deeper penetration of its brand
by strengthening supply and sales systems

Tokyo, Japan (January 10, 2024)—Kewpie Corporation (“Kewpie”) will establish its first local subsidiary in the Oceania region, to serve as a sales base for Kewpie Group products in Australia. The new company will focus on sales of condiments for salads such as mayonnaise and dressings manufactured at KEWPIE (THAILAND) CO., LTD. (“Kewpie Thailand”). With this new sales company, Kewpie aims to deepen the penetration of its brand and strengthen sales of Kewpie Group products, for which demand is rising in Australia. The new company is scheduled to begin operations in July 2024.

Kewpie began exports of its products to Australia in 2005. The high regard for the rich taste of KEWPIE Mayonnaise, made using egg yolks, and the spread of sushi menus in Australia, were the impetus for this, and sales have been growing steadily. Sales of mayonnaise exported from Kewpie Thailand to Australia in FY2023 were around three times as much as in FY2018. The high levels of health awareness and a culture of eating salads mean that there is a large market for mayonnaise and dressings in Australia, and further expansion of its products is expected. In addition to increased production of mayonnaise at Kewpie Thailand,*1 the establishment of this new sales company will strengthen the supply and sales system for Australia, and help develop more markets.

Along with working to expand its businesses in the Asia-Pacific region, Kewpie aims to become a brand beloved by locals through offering menus and developing products that match each country or region.

*1. Refer to [the Kewpie News Release of Oct. 5, 2023](#).



[Examples of sales items] (From left)

KEWPIE MAYONNAISE

KEWPIE MAYONNAISE Sriracha Flavour

KEWPIE MAYONNAISE Wasabi Flavour

KEWPIE Japanese Dressing Roasted Sesame

(All made in Kewpie Thailand)

COMPANY OUTLINE

Company Name	KEWPIE AUSTRALIA PTY. LTD. (Provisional)
Businesses	Import and sales of mayonnaise, dressings, etc.
Date of establishment	January 2024 (scheduled)
Location of head office	New South Wales, Australia
Capital	1.5 million AUD (approx. 150 million JPY*2)
Investment ratio	100% from Kewpie Corporation
Date of settlement	November 30

*2. Calculated based on the exchange rate as of the end of December 2023.

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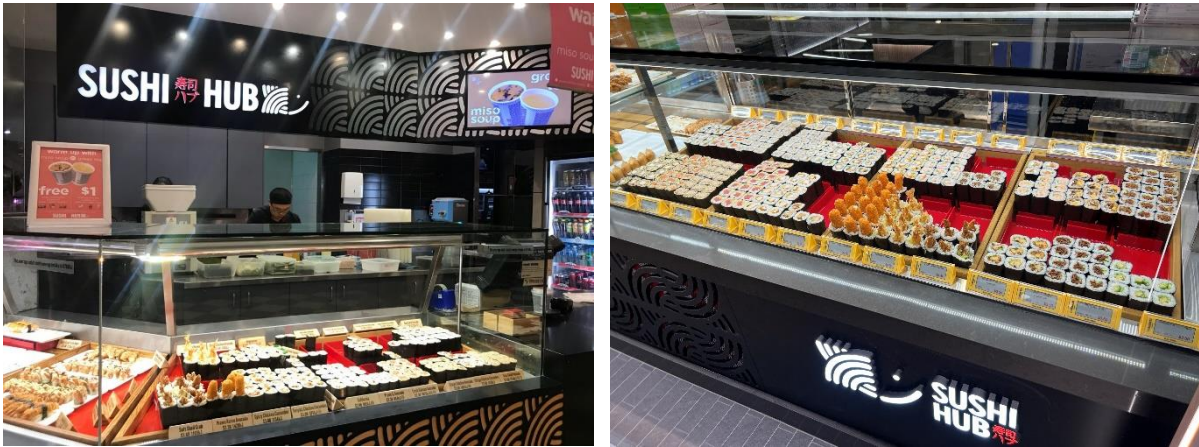
REFERENCE INFORMATION

There are some 3,000*³ sushi sales shops (known locally as Sushi Kiosks) throughout Australia, and sushi is commonly eaten by ordinary households. The spread of sushi menus using KEWPIE Mayonnaise and the popularity of videos on social media mean that recognition of the KEWPIE brand is growing in Australia. Australia was the country that most searched for the word “kewpie” within the past year.*⁴

*3. From a survey by Kewpie.

*4. Based on Google Trends (Dec. 25, 2022, to Dec. 24, 2023):

<https://trends.google.co.jp/trends/explore?date=2022-12-25%202023-12-24&q=kewpie&hl=en>



REF: Sushi being sold in an Australian shopping mall (Image courtesy Sushi Hub)