

Kewpie Corporation

1-4-13 Shibuya, Shibuya-Ku, Tokyo 150-0002, Japan

Kewpie Releases Choline EX, New Food with Function Claims

Supplement from egg yolk choline,
which Kewpie has been researching for many years

Tokyo, Japan (August 20, 2024)—Kewpie Corporation (“Kewpie”) is launching its new Choline EX, a food with function claims supplement that includes egg yolk choline, which the company has been researching for many years. Egg yolk choline is extracted from egg yolks, and has been reported to maintain verbal memory (the ability to remember and recall words), one of the cognitive functions which deteriorate with age in the middle-aged and elderly. This product is the first commercial food with function claims to include egg yolk choline as its functional substance.*1

*1. As of the end of July 2024



In Japan, the baby boomer generation will hit age 75 or older in 2025, making them late elderly, while the percentage of the population over 65 is predicted to top 30%. Age-related cognitive functions decline is a social issue and a major source of anxiety for the middle-aged and elderly. This is why the domestic market for foods that support cognitive functions is continuing to expand, reaching some 35 billion yen.

Choline EX is a food with function claims that contains egg yolk choline, which has been reported to maintain verbal memory (the ability to remember and recall words), one of the cognitive functions which deteriorate with age in the middle-aged and elderly. The recommended daily dose of six tablets contains 38.8 mg of egg yolk choline (as choline).

Kewpie will continue research into ingredients that can contribute not just to deliciousness but to maintaining health as we aim to be a group contributing to the food culture and health of the world.

REFERENCE: What is Choline?

Choline is a type of lipid known as a phospholipid. It is found in large amounts in eggs and soybeans, and egg yolk phospholipids in particular have a wealth of this choline in the form of phosphatidylcholine. Choline is not only a major component of cell membranes, but is the precursor of acetylcholine, a neurotransmitter involved in the formation and maintenance of memories in the brain. In the United States, the Food and Nutrition Board, Institute of Medicine, designated choline as a new essential nutrient in 1998, and set the adequate intake (AI). In 2016, the European Food Safety Authority also presented its AI.

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The product outline follows below.

1. Product Name / Volume / Price / Best-Before Period

Product name	Volume	Reference price	Best-before period
Choline EX	30 days supply/180 tablets	5,000 yen (5,400 yen with tax)	36 months
	7 days supply/42 tablets	1,167 yen (1,260 yen with tax)	

2. Shipping Date

Tuesday, August 20, 2024

3. Product Characteristics

This is a food with function claims that contains egg yolk choline extracted from egg yolks. The recommended daily dose of six tablets contains 38.8 mg of egg yolk choline (as choline).

Submission Outline

Submitted Claim: This product contains egg yolk choline (as choline). Egg yolk choline is reported to maintain verbal memory (the ability to remember and recall words), one of the cognitive functions which deteriorate with age in the middle-aged and elderly.

Notification Number: I1170

4. Sales Channels

On sale at certain e-commerce platforms, mainly the Kewpie Wellness e-commerce site of the Kewpie Group.

Kewpie Wellness (Ships only within Japan)

URL: <https://shop.kewpiewellness.com/>

REFERENCE: History of Egg Yolk Choline at Kewpie

Since the 1980s, Kewpie has been aspiring to improve people's health through discovering the hidden nutritional values in eggs which led to focus on choline. At the time in Europe and the U.S., the research on the relationship between choline and the brain function with egg yolk choline has already been significantly carried out. Kewpie has continued and pursued the research of clarifying the relationship between choline and the brain to contribute to the aging society which we have presented externally.*² In addition, we have been selling food ingredients that contain egg yolk choline since 1994.

*2. Examples of recent research

1) Kawada N et al., Jpn Pharmacol Ther., 2023, 51(10) 1577-91.

2) Yamashita S et al., Lipids Health Dis., 2023, 20;22(1):75.

About Foods with Function Claims

- Under the responsibility of the business operator, this product has been submitted to the Commissioner of the Consumer Affairs Agency in Japan as a product labeled with a statement that specified health outcomes can be achieved. However, unlike Foods for Specified Health Uses, and has not been individually evaluated by the Commissioner of the Consumer Affairs Agency.

- This product is not intended to diagnose, treat, cure or prevent any illness.

- It is important to have a balanced diet consisting of meals including a staple food, a main dish and side dishes.