

Kewpie Corporation

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Kewpie to Start Production on New Lines in Thailand and Indonesia

Accelerating business expansion in the Asia-Pacific in response to growing demand

Tokyo, Japan (January 9, 2025)—KEWPIE (THAILAND) CO., LTD. (“Kewpie Thailand”) and PT KEWPIE INDONESIA (“Kewpie Indonesia”), Group companies of Kewpie Corporation (“Kewpie”), will begin operation of new production lines^{*1*2} in their existing plants and will start full-scale production in January 2025. Increased production capacity in Thailand and Indonesia is a response to increased demand for mayonnaise and salad dressing in the Asia-Pacific region, and will open up the market. In addition, both sites have added a visitor area, the first such in Southeast Asia for the group (the beginning of plant tour to be determined). The aim is to create new touch points with customers and increase Kewpie brand fans through dietary education activities.



(L) New building within the existing plant at Kewpie Thailand (R) Addition to existing plant at Kewpie

[Thailand] Support for domestic demand and exports to surrounding regions through introducing high-speed line

The exports business, especially to Oceania, has been doing well in Kewpie Thailand, and the sales of exported mayonnaise varieties for FY2023 had grown rapidly, topping more than three times those for FY2019. To respond to domestic demand in Thailand, which is expected to grow going forwards, in addition to rapidly growing export demand, the first high-speed filling line in Southeast Asia for the group has been brought in, allowing production speeds about double that of previously.

In addition, solar panels have been installed at this plant as of 2018, helping reduce CO₂ emissions. The new building also has solar panels on its roof, and this takes the percentage of renewable energy for the plant overall from about 25% (figure from FY2022) to about 35% (forecast for FY2025).



Examples of Thai-produced products

KEWPIE Mayonnaise (for export/for household use in Australia)

[Indonesia] Expanded introduction to minimarts, awareness-raising activities for vegetable intake also carried out

Kewpie Indonesia has continued to grow steadily thanks to the suggestion of menus and the development of products that match local cuisine, in addition to the market background such as Westernization of diet and the development of restaurant foods. In 2024, it launched KEWPIE Salad Dressing Dengan Yogurt, a new product that goes well with the fruit salads popular in the country. Additionally, in 2024, it expanded the introduction of mayonnaise and dressings to the small size supermarkets (known as minimarts) that are common in Indonesia, gradually increasing product awareness

On the other hand, vegetable consumption is not enough in Indonesia, and obesity and lifestyle diseases are becoming health issues. Through sending employees to primary school classrooms and through business activities, as well as through distributing the Health Support Book that summarizes useful dietary information, Kewpie is actively working to spread awareness about eating vegetables.

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

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



Examples of Indonesia-produced products
(L) KEWPIE Salad Dressing Dengan Yogurt
(R) KEWPIE Salad Dressing Roasted Sesame
(for household use)

Reference

■ Kewpie Thailand

Company outline

Corporate name: KEWPIE (THAILAND) CO., LTD.

Head office: Bangkok, Thailand

Business details: Production and sale of condiments, vinegar, salads, and processed foods

Paid-in capital: 268 million Thai baht

Established: April 1994^{*3}

Plant outline

Location: Ratchaburi Province, Thailand

Production capacity: Approx. 36,000 t per year of mayonnaise varieties^{*4}

(Existing building: 18,000 t / New building: 18,000 t)

*3. In April 1994, Kewpie established a joint venture company (predecessor of Kewpie Thailand) with Saha Pathana Inter-Holding Public Company Limited, its partner company in Thailand.

*4. Overall plant production capacity is confidential.

History of Kewpie in Thailand

Kewpie established its first Southeast Asian local company in Thailand in 1987 as a joint venture with a local corporation. Starting in FY2009, Kewpie Thailand*³ was included in the scope of consolidation, and began manufacturing and selling a wide range of products such as condiments, cut vegetables, processed eggs and so on. Utilizing the Group's expertise in production, sale, and development, it is working to grow within Thailand and expand exports to surrounding areas.

■ Kewpie Indonesia

Company outline

Corporate name: PT KEWPIE INDONESIA

Head office: Kabupaten Bekasi, Jawa Barat, Indonesia (Head Office/Plant)

Business details: Production and sale of condiments (mayonnaise, dressings, etc.)

Paid-in capital: 532.9 billion Indonesian rupiah

Established: February 2013

Plant outline

Location: Kabupaten Bekasi, Jawa Barat, Indonesia

Production capacity: 19,500 t per year (existing line: 7,500 t/new line: 12,000 t)

History of Kewpie in Indonesia

Kewpie Indonesia was established as Kewpie's fourth production and sales base in Southeast Asia in 2013. Since its establishment, it has obtained halal certification for all the products it produces and sells for Muslims. It is working on expanding markets with a focus on mayonnaise and other condiments in Indonesia, where the population is expected to keep growing, through the creation of demand for salads, which few Indonesians had the chance to eat, and by offering products tailored to the local conditions.