

Kewpie Starts Production of Condiments at Second U.S. Production Base, its Tennessee Plant

Tokyo, Japan (May 21, 2025)—Kewpie Corporation (“Kewpie”) has begun production in May 2025 of condiments at a new plant in Tennessee built to serve as the second production base in the United States for Q&B Foods, Inc., a Kewpie group company headquartered in California, U.S.A. The opening ceremony took place on Tuesday, May 20th this year. With the Tennessee plant in operation, in addition to reacting to expanding demand in the Americas, we aim to open up more markets and get greater brand penetration in the United States in particular, one of the world’s largest markets for salad condiments ^{*1}.

^{*1}. The total market for mayonnaise and dressings



The ribbon-cutting at the opening ceremony



Exterior of the Tennessee plant

At the Tennessee plant, in the Southeast part of the United States, we will produce mayonnaise and dressings for both household and commercial use, and supply them to the Midwest and East Coast parts of the country. With this dual production base system, we can reduce the time and costs required to ship products from our California plant, on the West Coast, and offer prompt supply of products for the East Coast areas. The new Tennessee plant allows us to expand our production capacity in the United States by up to three times, and will create further demand.

In addition, the new plant will include the first visitor area for the Kewpie Group in the U.S. This will create a new point of contact with our customers, and help expand the number of Kewpie brand fans (opening date of the visitor area is to be determined).

Disclaimer: This English version is a translation of the original in Japanese for your convenience. In case of a discrepancy, the Japanese original shall prevail. We shall not be liable for any losses caused by reliance on the accuracy or reliability of translated information.

The opening ceremony that took place at the site on May 20th was attended by numerous related parties in government administration and people from partner corporations. Speeches were made by Tennessee governor Bill Lee and other VIPs.

A speech was given by Kewpie Corporation's Representative Director, President and Chief Executive Corporate Officer, Mitsuru Takamiya: "Our plan is for this Tennessee facility to become the manufacturing base not just for the United States but for all of North and South America combined. This means we'll expand the scope of the plant and contribute to Tennessee's economy by continuing to create jobs for many years to come. Furthermore, the Kewpie Group has long been engaged in initiatives aimed at sharing the importance and joy of food based on the spirit of 'contributing to society through food.' In Tennessee as well, we plan to conduct food-related activities that will enable us to put down roots in the local community."

A ribbon-cutting ceremony was held, and the opening ceremony participants then viewed the new plant's production line from the visitor route while being told about the Kewpie Group's history and the ambitions behind its founding.



Opening ceremony: Speech by Kewpie President Takamiya (left), and view of the plant tour (right)

Plant outline

Plant name: Tennessee Plant

Address: Clarksville, Montgomery County, Tennessee, U.S.A.

Size of plant areas: Building area: approx. 15,000 m²

Total floor area: approx. 15,000 m²

Site area: approx. 80,000 m²

Main products manufactured: Mayonnaise and dressings for household and commercial use

Maximum production capacity: Approx. 60,000 tonnes per year



KEWPIE Mayonnaise (left) and Deep-Roasted Sesame Dressing (right) made by Q&B FOODS

Corporate Outline

Company name: Q&B FOODS, INC.

Representative: CEO: Tsunemi Sato

President: Jerry Shepherd

Businesses: Production and sale of mayonnaise and dressings for household and commercial use, and contract manufacturing of mayonnaise, dressings and sauces

Headquarters: Irwindale, California, U.S.A.

Capital: 4.8 million U.S. dollars

Investment ratio: KEWPIE AMERICAS, INC. 100%*2

Established: March 1982

*2. KEWPIE AMERICAS is a 100%-owned subsidiary of Kewpie

Q&B FOODS's official website

<https://qbfoods.com/>

KEWPIE Products website

<https://www.kewpieshop.com/>

History of Kewpie in the United States

Kewpie established Q&B Foods, Inc. as the Group's first local subsidiary in 1982, in southern California. Q&B Foods began by manufacturing and selling KEWPIE brand products for commercial use, then grew to contract manufacturing of condiments. From around 2014, it shifted focus to expanding sales of KEWPIE brand mayonnaise and dressings. In recent years, the greater popularity of Japanese food has led to increased awareness of the KEWPIE brand.

In addition, KEWPIE products are gaining growing market recognition of their taste and quality among restaurant chefs and consumers seeking new value. KEWPIE Mayonnaise is very popular as a sauce with the richness and umami of egg yolks. Deep-Roasted Sesame Dressing is seeing increased shipments to supermarkets.