History of KEWPIE Mayonnaise

Origin of mayonnaise
During a battle in Mid-18th century, Minorca Island, Spain; a French marshal Duc de Richelieu enjoyed the sauce for a meat dish in a coastal town of Mahon, and brought it back to Paris as Mahon’s sauce, Mahonnaise. It is widely believed to be the origin of what became known as mayonnaise.

Birth of KEWPIE Mayonnaise
Aspiring to create a brand everyone loves, founder Toichiro Nakashima named the nourishing condiment “KEWPIE Mayonnaise”, with the hope of improving physique of Japanese people. In 1925 when Japan’s first mayonnaise started to be manufactured and distributed by Kewpie, they used twice as much egg yolk as imported mayonnaise of that time. This was because Nakashima, who first discovered mayonnaise in the USA, had always hoped to create nourishing, high-quality mayonnaise.

Standard condiment in every household
Mayonnaise has now become a standard condiment in every Japanese home. KEWPIE Mayonnaise has been a long-standing household name with the top market share (1) in Japan.

*1: Source INTAGE SCL Mayonnaise Market Report 2016 (Jan-Dec), Amount Share by Manufacturer
The difference

KEWPIE Mayonnaise tastes like no other mayonnaise!
KEWPIE Mayonnaise contains 4 egg yolks per 500g. Amino acid yielded from protein of the egg yolks is the key factor for tasty, savory flavor.

KEWPIE Mayonnaise contains no chemical preservative.
The reason behind KEWPIE Mayonnaise’s long shelf life is the natural preservative action of vinegar and salt.

KEWPIE Mayonnaise is packed in a bottle designed to shut the oxygen out.
The enemy of great flavor is the oxidization of contained oil from exposure to oxygen.

KEWPIE Mayonnaise is packed in an easy-to-handle squeeze bottle.
Bottle cap is equipped with two types of tips; a star-shaped wide tip and a narrow tip. Alternating them to suit different uses will expand the joy of cooking.

Ingredients

“A superior product is only made from fine ingredients with quality”
When fine ingredients became hard to come by during World War II, Nakashima ceased the production because ‘mayonnaise should not be produced without quality ingredients’. It was after 5 years that the production was resumed. Nakashima’s ideal is still alive today.

Major ingredients are oil, egg yolk and vinegar
The simplicity of the food demands carefully selected ingredients. Kewpie’s own strict standard is established for each ingredient to deliver safe and delicious mayonnaise.

Safety starts with ingredients
Quality of all ingredients and materials are inspected when they arrive at the factory.

Example of mayonnaise blending ratio

<table>
<thead>
<tr>
<th>Vegetable oil</th>
<th>Egg</th>
<th>Vinegar</th>
</tr>
</thead>
<tbody>
<tr>
<td>70%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>30%</td>
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</tbody>
</table>

KEWPIE Mayonnaise is egg yolk type mayonnaise that uses egg yolks rich in flavor and taste.

Egg
At the time of the delivery, skilled staff will inspect the freshness and quality. All aspects from hen’s feed to hygiene level of their environment are checked and assured periodically by designated suppliers. Egg yolks used in production are sterilized.

Vegetable oil
Samples are inspected beforehand, and only the ones that cleared the test are delivered. Oil is stored in a tank in the factory, and sent to production lines through pipes.

Vinegar
Vinegar is brewed by a group company to create the most suitable ingredient for making mayonnaise. Sensory inspection is conducted to check flavor, color and aroma, etc, and chemical inspection is done for total acid, extract component, glucose, etc. Accredited vinegar is sent from tank to production lines through pipes.
How KEWPIE Mayonnaise is made

Here’s a look at how our delicious tasty mayonnaise is made with select ingredients and through refined manufacturing processes at Kewpie factory.

INGREDIENT INSPECTION
Quality of ingredients is inspected.

EGG CRACKING
600 eggs are broken per minute with an in-house developed egg cracking machine.

PASTEURIZING
Egg yolks are heat sterilized.

BLENDING
Ingredients are mixed in a blending mixer.

PACKAGING
Bottle is packaged in wrap bag, then loaded into box by robot.

SEALING
Cap is put on after the air in the bottle is replaced with nitrogen, and best-before date is printed.

FILLING
Mouth of bottle is cut and filled with mayonnaise by a packing machine.

Emulsification enhances the mouthfeel
Oil and water normally don’t blend, but emulsification of egg yolk enables the mixture to create mayonnaise. Furthermore, by bringing the size of oil droplets to 2–4μm/1000, Mayonnaise feels creamy on your tongue.

Comparison of mayonnaise droplets
KEWPIE Mayonnaise
Home-made mayonnaise

KEWPIE Mayonnaise and nutrients

Surprisingly low-salt
KEWPIE Mayonnaise may taste strong, but it contains only 0.3g of sodium chloride equivalent in every 15g (about 1 table spoon). It is less than “a pinch of salt” which is said to be about 0.5g.

Sodium chloride equivalent of Kewpie Mayonnaise

1 table spoon
Sodium chloride equivalent
0.3g

Cholesterol, an essential nutrient
Cholesterol is a kind of lipid, and is an indispensable nutrient for our survival. Low cholesterol level may have an adverse effect of rupture-prone blood vessels, or weakened immune system. It is so vital that even baby formula has added cholesterol.

To sustain our health, vegetables are fundamental
Vegetables contain a lot of vitamins, minerals, dietary fiber, and other nutrients that are vital to our health such as vitamins, minerals, and fiber. Vegetable oil in the mayonnaise is a good combination to go along with the vegetables.
KEWPIE Mayonnaise is all-purpose

KEWPIE Mayonnaise goes well with so many different kinds of food! It will add variety to your menus.

KEWPIE Mayonnaise can be used in various styles of cooking.

Squeeze on top
Fry

Spread
Grill

Japan’s original KEWPIE Mayonnaise has an iconic flavor; just right for Japanese dishes! Try it with your own cuisine and discover a new harmony.

Sushi
Ramen
Okonomiyaki
Potato salad

KEWPIE Mayonnaise is a magical sauce that matches all kinds of seasoning. Create and enjoy your original sauce.

For example….
Soy sauce + Mayonnaise
Tomato ketchup + Mayonnaise
Chili oil + Mayonnaise
Avocado + Mayonnaise etc.
KEWPIE Mayonnaise family

In addition to standard mayonnaise with Japanese taste, we have product lines for overseas markets catering to regional taste and consumer demand.

**Standard type**

Egg yolk mayonnaise that features both flavor and taste, suitable for a variety of dishes.

- Japan
- China
- Thailand
- Malaysia
- Vietnam
- EU
- USA

**Light type**

Our unique technique made it possible to cut the amount of fat and calories.

- Japan
- China
- Malaysia
- Vietnam

**Other varieties**

We have developed various mayonnaise to suit the food culture and taste of each country.

- China
- Thailand
- Malaysia
- Vietnam
- Indonesia

**Kewpie’s overseas mayonnaise factories**

- **1982**
  Q&B FOODS, INC. was established in USA.

- **1987**
  THAI Q.P. Co., LTD was established in 1987, and KEWPIE (THAILAND) CO., LTD. in 1994. Two companies merged and became KEWPIE (THAILAND) CO., LTD. in 2003.

- **1993**
  BEIJING KEWPIE CO., LTD. was established in China.

- **2002**
  Hangzhou Kewpie Corporation was established in China.

- **2009**
  KEWPIE MALAYSIA SDN. BHD. was established in Malaysia.

- **2010**
  KEWPIE VIETNAM CO., LTD. was established in Vietnam.

- **2013**
  P.T. KEWPIE INDONESIA was established in Indonesia.