

kewpie 
love around the kitchen table

The
Book of
KEWPIE
Mayonnaise

History of KEWPIE Mayonnaise

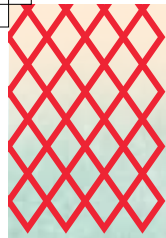


photo:National Tourist office of Spain

Minorca

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.



Original bottle of KEWPIE Mayonnaise

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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 at 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.



Founder: Toichiro Nakashima

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 SCI, Mayonnaise Market Report 2015 (Jan-Dec), Amount Share by Manufacturer"

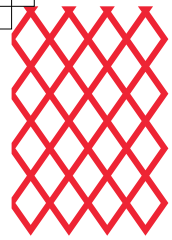


Now also made in the USA 12oz



Present-day KEWPIE Mayonnaise

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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.

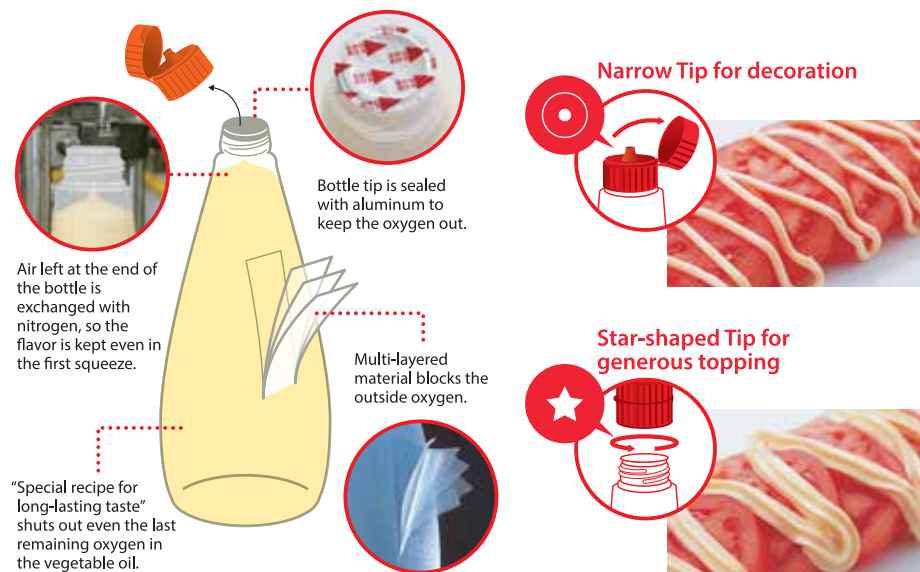
The reason behind KEWPIE Mayonnaise's long shelf life is the natural preservative action of vinegar and salt.

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; star-shaped wide tip and a narrow tip. Alternating them to suit different uses will expand the joy of cooking.



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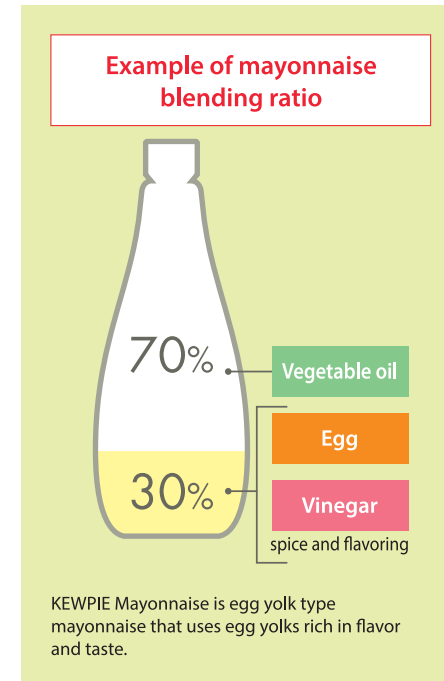
Ingredients

"Good products only come from good ingredients"

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 only after 3 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, secure and delicious mayonnaise.



Safety starts with ingredients

Quality of all ingredients and materials are inspected when they arrive at the factory.*

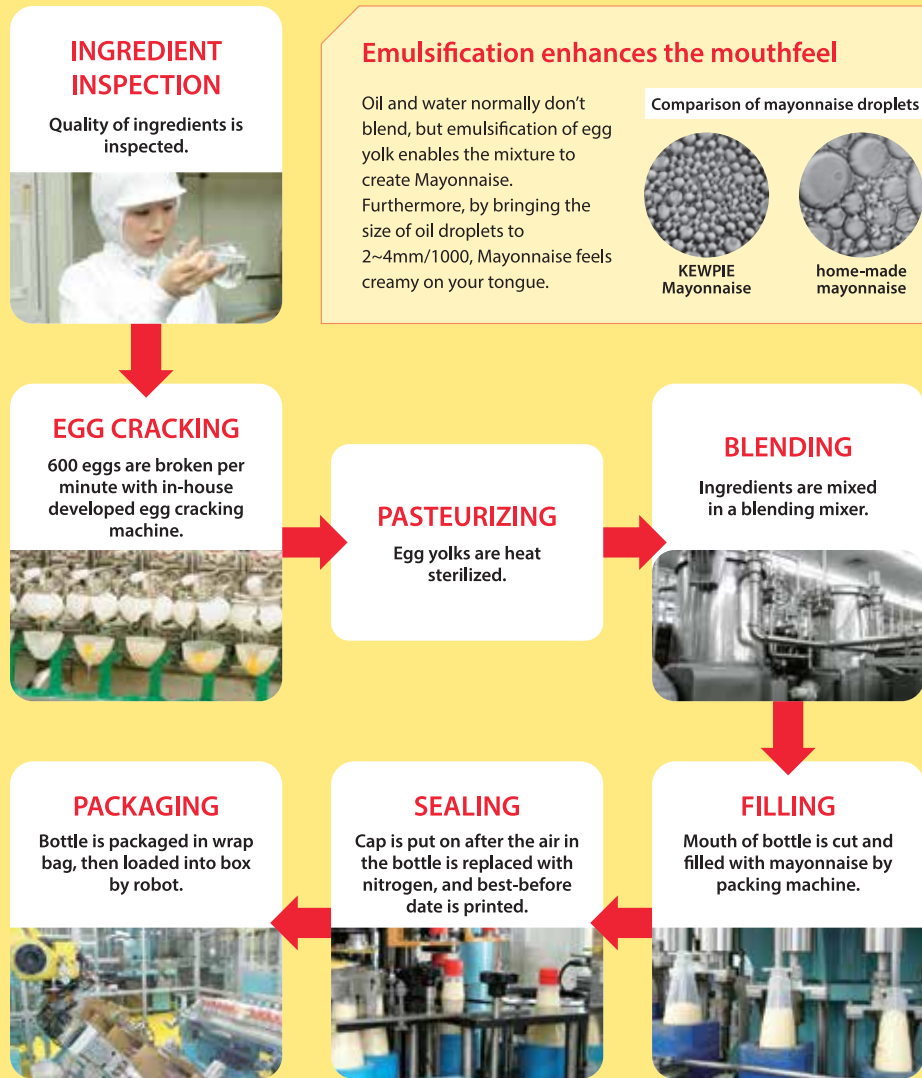
Egg	Vegetable oil	Vinegar
<p>At the time of the delivery, skilled staff will inspect the freshness and quality. All aspects from hen's feed to hygiene level of their environment are checked and assured periodically by designated suppliers. Egg yolks used in production are sterilized.</p>	<p>Samples are 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 line through pipes.</p>	<p>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, glucide, etc. Accredited vinegar is sent from tank to production line through pipes.</p>

*Kewpie Factory is located in Japan.

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How KEWPIE Mayonnaise is made

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



*Kewpie Factory is located in Japan.

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.

Cholesterol, an essential nutrient

Cholesterol is a kind of lipid, and is an indispensable nutrient for our survival. Low cholesterol level would 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, vegetable is fundamental

Vegetable is rich in nourishments vital to our health such as vitamins, minerals and fiber. Fat-soluble nutrients, when taken by themselves, can be hard to absorb, but with mayonnaise, nourishment will dissolve into oil and becomes easier to assimilate.

Maintain eyesight, preserve skin and mucous membrane condition

- Vitamin A
- β-Carotene
- carrot
- pumpkin etc.



Has antioxidative effect, supports well-being of cells

- Vitamin E
- bell pepper (red)
- spinach
- broccoli
- avocado etc.



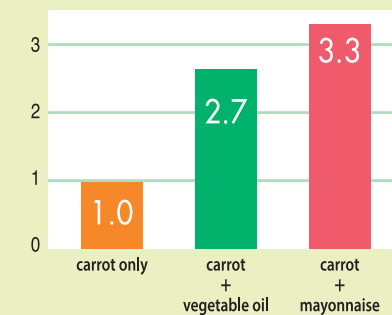
Promote bone formation

- Vitamin D
- shiitake mushroom
- Shimeji mushroom etc.
- Vitamin K
- spinach
- red-leaf lettuce
- cabbage etc.

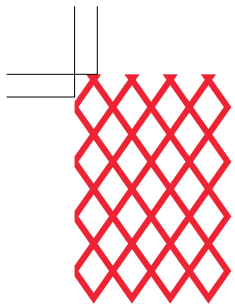


Increase in blood concentration of β-Carotene

(carrot only=1) *result may vary among different individuals



adapted from Takeda.S et al. J Nutr Sci Vitaminol. 57: 209-15, 2011



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



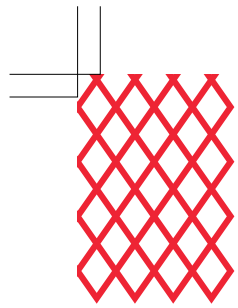
For example...
Soy sauce + Mayonnaise
Tomato ketchup + Mayonnaise
Chili oil + Mayonnaise
Avocado + Mayonnaise
etc.

KEWPIE Mayonnaise can be used in various styles of cooking.



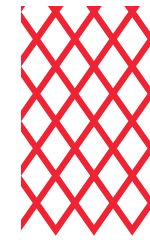
Japan's original KEWPIE Mayonnaise has an iconic flavor; just right for Japanese dishes! Try it with your own cuisine and discover a new harmony.





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.



Kewpie's overseas business development

• 1982



Q&B FOODS, INC. was established in USA.

• 1993



BEIJING KEWPIE CORPORATION was established in China.

• 2009



KEWPIE MALAYSIA SDN. BHD. was established in Malaysia.

• 2013



P. T. KEWPIE INDONESIA was established in Indonesia.

• 1987



THAI Q.P. Co., LTD was established in 1987, and KEWPIE (THAILAND) in 1994. Two companies merged and became KEWPIE (THAILAND) in 2004.

• 2002



HANGZHOU KEWPIE CORPORATION was established in China.

• 2010



KEWPIE VIETNAM CO., LTD. was established in Vietnam.