

## Kewpie Group Overseas Dietary Education Activities Report for FY2023

“Contributing to the food culture and health of the world”  
through activities that present the appeal of salad

**Tokyo, Japan (December 21, 2023)**—Kewpie Corporation (“Kewpie”) hereby reports on its overseas dietary education activities for FY2023.

The Kewpie Group aims to contribute to the food culture and health of the world through “great taste, empathy, and uniqueness”. Kewpie’s dietary education activities, which started in 1961 with visits to the former Sengawa Plant, have spread to countries and regions overseas where we have production bases. In particular, we are focusing on spreading the word in places like China and Southeast Asia, which traditionally are not salad-eating areas, about how to make vegetables tasty through salads while paying close attention to local food cultures and health issues. In FY2023, despite the lingering effects of the COVID-19 pandemic in some areas during the first half, the year showed progress, with local approval and penetration of our activities, and an expanded area for activities, for example.



Factory tour (Hangzhou Kewpie)

### Case 1: Three factories that are open for visits have been certified as Sites for Food Science Popularization and Education (China)

In China, we aim to contribute to the food culture and health of the people of China, so hold “Open Kitchen” tours at our factories in Beijing, Hangzhou, and Guangzhou. These started in 2006 in Beijing and Hangzhou. We have presented Chinese people, who have no tradition of eating raw vegetables, the great taste and health benefits of salads while drawing on research results we have built up in both China and Japan.

These activities have been recognized with the three factories being certified as Sites for Food Science Popularization and Education\* by the Chinese Institute of Food Science and Technology (CIFST). These factories were recognized for helping contribute to cuisine and healthy dining through suggesting turning things into salads and extending healthy lifespans, as well as because they provide dietary education programs that allow people to make their own delicious food with correct knowledge about vegetables.

\*Sites for Food Science Popularization and Education are certified following screening by a committee of specialists at CIFST. Certification started in 2017, and Kewpie China has been selected in the fourth round of Sites for Food Science Popularization and Education by CIFST. This certification means that factory tours can be used as social studies classes.



Factory tours (Beijing (Left), Hangzhou (Middle), Guangzhou (Right))

## Case 2: Expanding activities areas through health popularization activities that present the value of salads (China)

In addition to factory tours, we are working to provide health popularization activities that present the great taste and value of salads at schools, companies, elderly care homes, retail stores and more. Local employees serve as instructors, giving lectures on the nutrition and health benefits of vegetables, and classes in making salads, tailored to the participants.

These activities were mainly done in Shanghai until FY2022, and from FY2023, we have expanded to cover other cities in collaboration with CIFST. Starting in FY2024, we shall work to further enhance the program contents, including brushing them up.



Health popularization activities in progress (Shanghai, China)

## Case 3: Expanding our Sandwich Classes nationwide by going online (Malaysia)



Sandwich Class in progress (Malaysia)

Malaysia has one of the highest obesity rates in SE Asia, and lifestyle diseases such as diabetes are becoming national health issues. For these reasons, KEWPIE MALAYSIA SDN. BHD. has been continually holding Sandwich Classes at local primary schools since 2017. By experiencing making sandwiches using vegetables, the children can learn the importance of breakfast and eating vegetables while having fun.

These Classes were initially held around the suburbs of Kuala Lumpur, but in FY2021 they went online, and are now available from anywhere in Malaysia. In FY2023, we updated our program to teach in more detail about the nutrition from vegetables. Despite not holding any Classes for three months while we updated them, we managed to hold 53 Classes in FY2023 (50 for FY2022) with 1,598 participants (1,518 in FY2022). Both results were an increase on the previous year (all held online).

The Kewpie Group aims to be a group contributing to the food culture and health of the world. We shall continue to work in partnership with government and academia such as obtaining academic data on health in each country or region, while we contribute to bringing about a society filled with smiles through our dietary education activities that remain close to local communities.