

Kewpie Sets Commemorative Logo and Slogan for KEWPIE Mayonnaise to Celebrate the 100th Anniversary of Its Launch

Tokyo, Japan (December 2, 2024)—Kewpie Corporation (“Kewpie”) has decided on the commemorative logo and slogan for KEWPIE Mayonnaise, which will celebrate the centennial of its launch in 2025. To make the centennial year a special one, a range of campaigns and events will be held to express thanks to our customers over the decades, and to showcase the appeal of KEWPIE Mayonnaise.



still in progress.

キユーピーマヨネーズ100年。

そして、時間は止まらない。

The centennial logo design is based on the red diamond-shaped mesh pattern on the packages of KEWPIE Mayonnaise. This logo will be used on product packaging and so on during the centennial year of 2025 (starting with December production/shipping).^{*1} In addition, we have chosen the slogan “still in progress. KEWPIE Mayonnaise 100 Years. And time keeps moving forward.” “Still in progress” implies that “we are still in progress (even after 100 years)”, as well as that we will make further progress as we move into the future. The idea behind this slogan is that KEWPIE Mayonnaise will never stop evolving.

The Special Centennial Site is as of this date open on the official Kewpie website, and information about campaigns or events and so on will be published going forward.

KEWPIE Mayonnaise Special Centennial Site

<https://www.kewpie.co.jp/mayonnaise/100th/>

^{*1}. Only products manufactured in Japan, including some products for export.

In Tokyo, we will hold “Travel the World with Mayonnaise: World Mayo Kitchen,” an event where visitors can enjoy mayonnaise-inspired dishes from around the world at a food truck, as a centennial event starting from Friday, February 28, 2025. This is planned to start in Tokyo and travel to seven cities across Japan. In addition, centennial goods with global themes will be on sale, and a global promotion with a unified concept is planned to be rolled out overseas.

Initiatives throughout the year will offer Kewpie’s thanks to people for choosing us for so many years, and make this a year where people can feel more familiar with KEWPIE Mayonnaise.

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Changes in KEWPIE Mayonnaise and our dining tables



Kewpie was to the first company to start manufacturing and selling mayonnaise in Japan, back in 1925. While broadening the range of new menus for our dining tables, we continue moving forwards to this day. Mayonnaise is now firmly rooted in Japanese dining culture as one of the indispensable condiments of its households.

When there was no custom of eating raw vegetables in Japan, mayonnaise was used as a sauce for fish or meat dishes. To get people used to this unfamiliar condiment, Kewpie actively carried out tasting sales, newspaper advertisements, and so on, based on the idea that “advertising is capital.”

After WW2, food became increasingly more Westernized, and there were more opportunities to eat raw vegetables. So mayonnaise became widely used, from a sauce for fish or meat dishes to a condiment for salads. In 1958, we shifted from selling mayonnaise in glass bottles to using plastic ones. Being easy to use with one hand made sales take off explosively. It started being used on bread as well, such as for sandwiches. With the arrival of increased health concerns and the Japanese food boom in the 1980s, as mayonnaise goes well with Japanese ingredients as well, even more uses were found for the condiment, such as in the now-standard tuna-mayo rice balls or on top of okonomiyaki. The second half of the 1980s saw the “tuna mayo grill” be offered as a cooking suggestion in a way that hearkened back to its original launch. In the 2000s, people became aware of 'culinary hacks' utilizing the emulsification properties of mayonnaise, such as in pancake recipes. And in the 2010s, mayonnaise stir-frying, using mayonnaise in place of oil, became a thing. From table use to kitchen use, the uses of mayonnaise are ever-expanding.

KEWPIE Mayonnaise is a richly nutritious condiment using egg yolks, not whole eggs, from the desire of our founder, Toichiro Nakashima, to improve the physique of the Japanese people. The arrival of an age of abundant food unimaginable at the time has meant we have given the world a range of products that suit the needs of the times, starting with the development of KEWPIE Half, with half the calories, then with KEWPIE Defe, KEWPIE Fitte, and KEWPIE Flaxseed Oil Mayonnaise. We shall continue to develop products and propose menus that enrich dining tables based on our corporate message of “love around the kitchen table.”

