

Best-Before Period for KEWPIE Mayonnaise 450 G and 350 G Extended by One Month in Line with Date Display Format Changes

Tokyo, Japan (December 3, 2024)—Kewpie Corporation (“Kewpie”) will extend the best-before period for its KEWPIE Mayonnaise to 13 months from 12 months in line with the change from displaying the best-before date as YY-MM-DD to YY-MM. Products affected by this change are the two sizes of 450 g and 350 g, and the changeover will start from the December 2024 production lot.*¹ Kewpie aims to reduce food loss in the supply chain and improve logistics efficiency by extending the best-before period of its main products.

*1. Only products manufactured and sold in Japan.



(L) KEWPIE Mayonnaise 450 g, (R) KEWPIE Mayonnaise 350 g

Food loss refers to foods that is thrown away even though they are still fit for consumption. In Japan, about 4.72 million tonnes of food are thrown away each year.

By changing the date display format and extending the best-before period, we can expect not only fewer cases of products exceeding the best-before date in the home, but fewer amounts disposed of or returned to the manufacturer. In addition, as shipping will no longer need to be managed on a date-to-date basis, logistics will become more efficient, and it is likely there will be less stocking work for retailers suffering from personnel shortages.

For these reasons, verifications were carried out for Kewpie’s main product, KEWPIE Mayonnaise, and the YY-MM format was adopted, and the best-before period extended, for the two sizes of 450 g and 350 g. Kewpie shall continue our initiatives towards achieving a sustainable society.

The outlines of the change in date display format and the best-before period extension are shown below.

1. Product Name / Volume / Price / Best-Before Period

Brand	Product Name	Volume *2	RRP	Best-Before Period	
				Before Change (YY-MM-DD format)	After Change (YY-MM format)
KEWPIE	Mayonnaise	450 g	481 yen (before tax) 520 yen (with tax)	12 months	13 months
KEWPIE	Mayonnaise	350 g	398 yen (before tax) 430 yen (with tax)	12 months	13 months

*2. This does not cover other volumes or bottles of KEWPIE Mayonnaise.

2. Shipping Date

Shipping starting from the December 2024 production lot. *1

Reference

Elimination and Effective Utilization of Food Loss

<https://www.kewpie.com/en/sustainability/eco/resources/>