

Session I Pitch 4

**Studies on eggs and brain function for realization of healthy longevity
through food**

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Kewpie Group aims to contribute to food culture and health of the world through “great taste, empathy, and uniqueness.”

We would like to contribute to creating healthier food culture by delivering such values of salads and eggs as deliciousness and appeals to customers in the world and by utilizing food processing technologies and manufacturing superior quality products.

We have strengths and uniqueness and have been deeply engaged in various meal scenes from home-cooking to home-meal-replacement and to restaurant and also stand by every single moment of people’s lives providing them with our products from infants to seniors.

Closely considering diversity in everyone’s lifestyle, we will be striving to support healthier eating habits.

Furthermore, we will support mental and physical health of children who are creating future, and will execute various sustainability activities to enable us to sustain and leave a better global environment and society.

As one of the approaches to health, we would like to share the correlation between eggs and brain function.

In Japan, as the world’s No.1 super-aging society, dementia has become a major social issue. We are conducting this research with the hope that our proposal of eating habits will maintain a healthy brain.