

Japan's Kewpie starts production of condiments at second US production base

29 May 2025 | News

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Japan-based food giant Kewpie Corporation has officially commenced operations at its new state-of-the-art condiment manufacturing plant in Tennessee. The facility marks a significant expansion for Q&B Foods, Inc., Kewpie's U.S. subsidiary headquartered in California, and serves as the company's second production base in the country.

The new plant aims to meet growing demand for Kewpie's signature mayonnaise and dressings across the Americas, while also enhancing brand visibility in the U.S., one of the world's largest markets for salad condiments. Strategically located in the Southeastern U.S., the Tennessee plant will produce both household and foodservice products for efficient distribution to the Midwest and East Coast regions.

“This dual-base production system allows us to significantly cut transportation time and costs from our West Coast operations, enabling faster delivery and fresher products to customers across the country,” the company said in a statement. With the addition of the Tennessee plant, Kewpie's production capacity in the U.S. has now tripled.

A key feature of the new facility is the inclusion of Kewpie Group's first-ever visitor area in the U.S., designed to create a direct point of engagement with customers and help foster greater brand loyalty. The opening date of the visitor area is yet to be announced.

An opening ceremony held on May 20 welcomed government officials, corporate partners, and industry stakeholders. Among the dignitaries in attendance was Tennessee Governor Bill Lee, who expressed strong support for the investment and the jobs it brings to the region.

Mitsuru Takamiya, President and Chief Executive Corporate Officer of Kewpie Corporation, addressed the audience, stating, “Our vision for this Tennessee facility is not only as a manufacturing hub for the United States but as a strategic base for all of North and South America. We are committed to growing with the local community, generating employment, and conducting food education activities that reflect our longstanding mission of contributing to society through food.”

The facility underscores Kewpie's broader ambition to expand globally while staying rooted in the values of quality, community, and culinary innovation.