

KEWPIE



*Cooking
With
Kewpie*



The No.1 Mayonnaise and Dressing in Japan

Kewpie Corporation, maker of a diverse lineup of food products starting with mayonnaise, was founded in 1919 and celebrated their 100 year anniversary in 2019. The company is known around the world and holds Japan's No.1 market share in the both mayonnaise and dressing category.*

*Source: Data of INTAGE SCI 2021 in Japan.



Kewpie Group's overseas network spans across the globe, covering areas such as Europe, U.S.A., China, Thailand, Vietnam, Malaysia, Indonesia, The Philippines, Singapore and Japan.





KEWPIE MAYONNAISE

The rich and savory flavor is created using a distinct production method to bring together the perfect blend of vegetable oil, egg yolk, and choice vinegar.

Its rich taste goes well in salads, sandwiches, sushi, and much more!



**No.1 market share
in Japan***

Rich in egg yolks

**An easy-to-handle
squeeze Bottle**

KEWPIE *Deep-roasted Sesame Dressing*

Prepare enticing vegetable, meat or noodle dishes in minutes with no additional ingredients. An easy way to expand your culinary repertoire!



**No.1 market share
in Japan***

Rich Roast Aroma



150ml

380ml

1000ml

*Source: Data of INTAGE SCI 2021 in Japan.

Hand-rolled Sushi



Ingredients (4 serving)

Sushi rice ※	200g
Seaweed(Nori)	4sheets
Canned tuna, drained	35g
Egg, boiled and chopped	1pcs
KEWPIE MAYONNAISE	5g

※How to make Sushi Rice
Add 10-15% vinegar mixture to cooked rice.

Vinegar mixture:

Combine 1/4cup rice vinegar, 2 tbsp. sugar and 1 tsp. Salt.

Directions

【Tuna & egg filling】

1. Combine tuna and KEWPIE Mayonnaise to make tuna salad.
2. Mix egg and KEWPIE Mayonnaise to make egg salad.

【How to roll】

1. Place the seaweed on your palm and put a thin layer of rice on left third of seaweed.
2. Spread fillings across the middle of the rice.
3. Fold the bottom left corner of the seaweed over and roll into a corn shape.



Chicken Kebab



Ingredients (2 serving)

Chicken wings	6
BBQ sauce	60g
Olive oil	1 tbsp.
Scallions, minced	To taste
KEWPIE MAYONNAISE	To taste

Directions

1. Place chicken on grill and grill each side for 4-6 minutes depending on thickness.
2. Make sure the chicken is cooked through and there is no pink in the middle.
3. Dip chicken in BBQ sauce, and turn to coat.
4. Garnish with scallions and drizzle KEWPIE Mayonnaise.



Teriyaki Chicken Pizza



Directions

1. In the pan, cook both sides of the chicken. Add [B] and mix it well with the chicken.
2. Take out the chicken and cut into bite-sized pieces.
3. Add [A] to the sauce in the pan and turn the heat off when it thickens. (teriyaki sauce)
4. Mix together 25 g of teriyaki sauce and 25 g of mayonnaise.
5. Spread teriyaki sauce on the pizza dough, and top with cabbage, shallots, and chicken.
6. Scatter cheese on top, draw a line with KEWPIE Mayonnaise, and bake in an oven preheated to 230°C for about 8 minutes.
7. Sprinkle shredded seaweed and Japanese red chili pepper to finish.

Ingredients (1 serving)

Chicken thighs	150g
Pizza dough	160g
[A] Potato starch	5g
[A] Water	30ml
Cabbage, sliced	40g
Shallot, minced	10g
Shredded cheese (mix)	30g
[B] Soy sauce	40ml
[B] Sugar	28g
[B] Sake (Japanese rice wine)	40ml
Shredded seaweed(Nori)	1g
Japanese red chili pepper mix	0.2g
KEWPIE MAYONNAISE	40g



Pork Belly Buns



Ingredients (1 serving)

Bao Bun	60 g (1pcs)
Stewed pork belly	400 g
Carrot , shredded	10g
Red chili pepper	3g
Coriander	2g
Peanuts ,crashed	2g
KEWPIE MAYONNAISE	5g

Directions

1. Rub the carrot with salt, leave for about 10 minutes, then remove the excess water from the carrots.
2. Steam the bao bun in a steamer.
3. Make a sandwich with the carrot, Stewed pork belly, red chili pepper and coriander, garnish with KEWPIE Mayonnaise and sprinkle with crushed peanuts.



Karaage (Japanese Fried Chicken)



Ingredients (1 serving)

Chicken thigh (bite-sized)	150g
Flour	36g
Marinade for chicken:	
KEWPIE MAYONNAISE	24g
Ginger, grated	5g
Garlic, grated	1.5g
Sake (Japanese rice wine)	7.5g
Soy Sauce	6g
Lemon wedge	To garnish
Green leaves	To garnish
KEWPIE MAYONNAISE	To Taste

Directions

1. In a medium size bowl, mix all ingredients of marinated sauce and add chicken.
2. Coat marinated chicken with flour.
3. Heat oil to 170°C and deep fry chicken.
4. Serve the chicken with KEWPIE Mayonnaise, garnish with green leaves and lemon wedge.

Cooking tips: Adding KEWPIE Mayonnaise to the marinade will make the meat tender and juicy.



Mix KEWPIE MAYONNAISE to make an original sauce!



Western taste



Anchovy paste



Basil paste



Ketchup

Western taste

Paste : Mayo
1:10

Paste : Mayo
1:1

Basil paste

Anchovy paste

Ketchup : Mayo
1:1

Ketchup

Japanese taste



Miso



Sesame dressing



Wasabi

Asian taste



Kimchi

Japanese taste

Miso : Mayo
1:3

Miso

Dressing : Mayo
1:1

Sesame dressing

Wasabi : Mayo
1:8

Wasabi

Asian taste

Kimchi : Mayo
1:1

Kimchi

Tonkatsu



Ingredients (1 serving)

Pork Loin	200g
Salt and pepper	To taste
Flour	10g
Panko(Breadcrumbs)	15g
Egg	30g
Cabbage, shredded	50g
Purple cabbage, shredded	10g
Carrot, shredded	10g
KEWPIE Deep-roasted Sesame Dressing	30ml
KEWPIE MAYONNAISE	20g

Directions

1. As a preliminary preparation, cut the tendons in the pork loin. Mix the cabbage, the purple cabbage and carrot together.
2. Season the pork with salt and pepper. Coat with flour, eggs, and panko(breadcrumbs) in that order, and deep fry in 180°C oil until golden brown.
3. Plate it and top it with KEWPIE Deep-roasted Sesame Dressing.
4. Garnish with cabbage and KEWPIE Mayonnaise.



Avocado and Shrimp Cold Udon



Ingredients (1 serving)

Udon Noodles, boiled	440g
Lettuce, sliced	60g
Avocado, pitted, peeled and sliced	70g
Shrimp, boiled and sliced	90g
Egg, boiled and sliced	100g
Sprout, cut	15g
KEWPIE Deep-roasted Sesame Dressing	To Taste

Directions

1. Place the udon noodles with the lettuce, avocado, shrimp and egg on plates .
2. Garnish with sprouts and serve with KEWPIE Deep-roasted Sesame Dressing.



Gyoza



Ingredients (4 serving)

Gyoza skins	24 pieces
Pork, minced	150g
Cabbage, minced	120g
Ginger, minced	7g
Garlic, minced	6g
Salt and pepper	To taste
Cooking oil	12g
Onion, sliced	To garnish
Green leaves	To garnish
KEWPIE Deep-roasted Sesame Dressing	As dipping sauce

Directions

1. Mix well minced pork, cabbage, ginger, garlic, salt and pepper.
2. Wet the edge of gyoza skin with water, put above ingredients at the center of skin and wrap it.
3. Heat oil on a pan, grill one side of gyoza at high heat until golden brown.
4. Add water to the pan until the water level is half the height of gyoza. Put lid in order to steam the gyoza.
5. Place sliced onion, green leaves and gyoza on plates. Serve with KEWPIE Deep-roasted Sesame Dressing as dipping sauce.



Goma Wakame salad



Ingredients (1 serving)

Chinese Wakame	70g
Boiled shrimp	50g
KEWPIE Deep-roasted Sesame Dressing	30g

Directions

Mix Chinese Wakame seaweed, boiled shrimp and KEWPIE Deep-roasted Sesame Dressing, and serve on a plate.
(You may add purple onion if you like.)



Shabu-Shabu (Japanese Hot Pot)



Ingredients (1 serving)

Chicken breast, sliced	150g
Romaine lettuce, cut	70g
Tofu, cut	150g
Japanese leek, cut	30g
Carrot, sliced	50g
Water	500ml
Kombu seaweed	5g

**KEWPIE Deep-roasted
Sesame Dressing**

**As dipping
sauce**

Directions

1. Put kombu seaweed into the pot filled with water, heat it at low temperature until it boils.
2. Add remaining ingredients until all of them are well cooked.
3. Serve with KEWPIE Deep-roasted Sesame Dressing as dipping sauce.



Mix KEWPIE Deep-roasted Sesame Dressing to make an original sauce!

Sesame & Sweet Chili Sauce

Sweet chili sauce : KEWPIE Deep-roasted Sesame Dressing

37.5g : 100g



Sesame & Coconut Sauce

Coconut milk : KEWPIE Deep-roasted Sesame Dressing

10g : 100g



Sesame & Cumin Sauce

Cumin powder : KEWPIE Deep-roasted Sesame Dressing

2.5g : 100g



Sesame & Sriracha Sauce

Sriracha sauce : KEWPIE Deep-roasted Sesame Dressing

25g : 100g

