

PRESS RELEASE

Ajinomoto Co., Inc.
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Aiming to remain a loved brand

Renewal of the Global *AJI-NO-MOTO*[®] Umami Seasoning Brand Logo

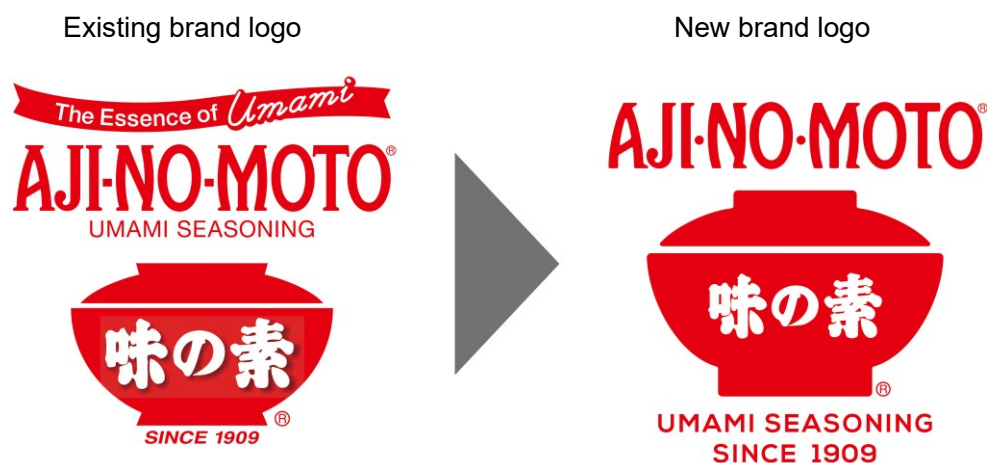
Progressive rollout in more than 130 countries from October 2023

TOKYO, October 12, 2023 – Ajinomoto Co., Inc. (“Ajinomoto Co.”;) will renew the logo for its global *AJI-NO-MOTO*[®] umami seasoning brand from October 2023. *AJI-NO-MOTO*[®] umami seasoning is produced in 15 countries and sold in more than 130 markets.

To ensure that the brand remains loved around the world, its image will be enhanced by altering the brand logo to leave a more lasting impression and reinforcing promotional activities featuring the logo in media including advertising and websites.

Since *AJI-NO-MOTO*[®] umami seasoning was launched in 1909, customers around the world have become familiar with it as a way of making dishes tastier with umami seasoning. It is widely used in various home- and restaurant-cooked meals, and the business continues to grow in scale today.

However, while the brand has a history stretching back more than 110 years, younger consumers may be less familiar with it. To strengthen its appeal for the younger generation, the brand logo—a key point of contact with consumers—needed renewal to create a design that leaves a more lasting impression. Since many consumers feel attachment to the existing brand logo, Ajinomoto Co. collaborated anew with the design office nendo, Inc. (CEO: Oki Sato) to renew the brand logo from the perspective of considering how to pursue a better design while preserving the tone and manner of the existing design.



The new brand logo adopts a simple and refined design that gives more prominence to the product name and the bowl motif. The new design better communicates the familiarity of *AJI-NO-MOTO*[®] and its well-rounded deliciousness by smoothing the lettering and the bowl motif outline. This brand logo will be used on product packaging as well as advertising and websites in global markets, expanding the product user base while

communicating to younger generations the core value of the product, which is that dishes' flavor can be enhanced simply by adding *AJI-NO-MOTO*[®].

Through the sale of *AJI-NO-MOTO*[®] umami seasoning, the Ajinomoto Group will contribute to plentiful and healthy diets for people around the world by improving the taste of various dishes in many countries.

Reference

■ Profile of nendo, Inc.

(1) Company name: nendo, Inc.

(2) Location: Minato-ku, Tokyo

(3) Established: 2002

(4) Representative: Oki Sato, CEO and Chief Designer

(5) Business activities: Architecture and interior, product, and graphic design

(6) Website: <https://www.nendo.jp/>

The Ajinomoto Group will contribute to the well-being of all human beings, our society and our planet with “AminoScience” based on the corporate slogan “Eat Well, Live Well.”. The Ajinomoto Group has offices in 36 countries and regions, and sells products in more than 130 countries and regions. In fiscal 2022, sales were 1.3591 trillion yen (10.0 billion U.S. dollars). To learn more, visit www.ajinomoto.com.

For further information, please contact: [HERE](#)