

Japan's First*¹ Single-Serving Paper Sachet Dressing Developed Jointly by Kewpie and JALUX to be Used on Selected JAL International Routes

Tokyo, Japan (September 11, 2025)—Kewpie Corporation and JALUX Inc., a trading company of JAL Group, have jointly developed a single-serving paper sachet for dressings, the first such in Japan. These packages will be served on selected international routes flown by Japan Airlines Co., Ltd. starting from September 20. The dressing provided will be “Plant-based Roasted Sesame Dressing” from the GREEN KEWPIE brand, Kewpie’s sustainability-focused brand.

*1 This is the first time in Japan a company has manufactured and sold single-serve dressings in paper sachet classified as “paper containers and packaging” (containing over 50% paper by weight) under the Containers and Packaging Recycling Act (based on Kewpie research).



Serving example with a JAL inflight meal



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The GREEN KEWPIE Plant-based Roasted Sesame Dressing to be served on selected JAL flights is a plant-based*² dressing. Through careful selection of ingredients and manufacturing methods, we have created a dressing with richness and mellowness that lets diners enjoy the rich taste of freshly ground roasted sesame. Moreover, its calories are reduced by 25% compared to normal sesame dressings (compared using the “Sesame Dressings” section of the 2015 Standard Tables of Food Composition in Japan).

This combination of plant-based dressing and single-serving paper sachet means that for the first time ever, a product that is environmentally conscious from its content to its packaging is available in inflight meals.

This product was created through combining the developmental capacity of Kewpie with the knowledge of JALUX as the trading company of the JAL Group to be optimized for inflight service. Compared to the plastic packaging used by conventional packaging material manufacturers, this saves 44% of plastic use per package, and generates 25% less CO₂. This use for inflight meals is a way to contribute to the sustainability initiatives for both companies.

*2 This refers to products that do not use animal-based ingredients (meat, seafood, eggs, dairy products) as their primary or secondary ingredients, in accordance with the internal standards at Kewpie Corporation regarding plant-based foods.

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Product Outline^{*3}

Product name	GREEN KEWPIE Plant-based Roasted Sesame Dressing
Volume	11 ml/package
Packaging	Single-serve paper sachet
Start of supply	In stages starting from September 20, 2025
Applicable classes	Premium Economy and Economy
Routes covered	Flights departing Japan to USA (excluding Hawaii), Europe (excluding Vladivostok), Australia, South Asia, and Southeast Asia (excluding late-night flights)

^{*3} As of the end of August 2025

What is GREEN KEWPIE?

GREEN KEWPIE is a sustainable food brand of Kewpie Corporation.^{*2} It was created from a wish to realize a sustainable food lifestyle for both the planet and people, one that can be maintained day after day. Kewpie is trying to provide new foods that are adapted to the changes in the social environment and diversity of values, offering them to all those around the world who are concerned about the present and future states of the environment and their health.



The Kewpie Group and the JALUX Group will work on bringing about a sustainable society through actively working to develop and introduce environmentally-conscious products and services.

Company Outlines

■ Kewpie Corporation

Representative	Mitsuru Takamiya, Representative Director, President and Chief Executive Corporate Officer
Address	1-4-13 Shibuya, Shibuya-ku, Tokyo, 150-0002
Sales	(Consolidated) 483,985 million yen (FY2024)
Employees	(Consolidated) 10,517 (as of the end of November 2024)
Businesses	Manufacture, sale, etc. of mayonnaise sauces and other general sauces.

Kewpie Sustainability Site: <https://www.kewpie.com/en/sustainability/>

■ JALUX Inc.

Representative	Toshiaki Kasai, Representative Director & CEO
Address	Shinagawa Season Terrace 1-2-70 Konan, Minato-ku, Tokyo, 108-8209
Employees	(Consolidated) 2,529 (as of the end of March 2025)
Businesses	Aviation and airports, retail, food & beverages, life services

JALUX Sustainability Site: <https://www.jalux.com/en/sustainability/>