

## A lot of Thought Put into a Bowl of Soup *Knorr®* Cup Soup Cream of Corn Soup

Today, we would like to introduce *Knorr®* cup soup.

In the Ajinomoto Group's soup business, we sell the *Knorr®* brand in Japan and the *VONO®* instant soup brand overseas, mainly in South Korea, Brazil, and Taiwan. In addition, we also operate soup businesses in Turkey and the Philippines, so our instant soups have the No.1 share in various countries and are popular with many people.



The *Knorr®* brand was created in Germany in 1838, and in Japan, we launched *Knorr®* soup in 1964. At the time of the brand's launch, there was no cream of corn soup in the product lineup, but later, in the 1970s, we launched a cream of corn cup soup. This new style of easily making, and enjoying, a cup of soup became popular in many households.

Our Group has proceeded to roll out products in response to changes in customer preferences and lifestyles, and currently enjoys the No. 1 market share in Japan thanks to the support of a large number of customers. We will work to continue expanding our fan base and achieve sustainable growth by selling a variety of products and proposing new ways to enjoy soup.

We would like to introduce our attention to detail in making **a cup of *Knorr®* cup soup** and our sustainability initiatives, as well as **the thoughts of** our Group employees who are working on the frontlines and the corn farmers who make the raw materials for the soup. Please take a look.

↓Please click on the image below to move to the video.



## Reference

*Knorr*® official website (Japanese only): <https://www.ajinomoto.co.jp/knorr/>

Our website, *Knorr*® sustainability initiatives(Japanese only): <https://www.ajinomoto.co.jp/knorr/sdgs/>

*VONO*® official website: <https://www.ajinomoto.com/brands/vono>

*Bizim Mutfak*® official website: <https://www.ajinomoto.com/brands/bizim-mutfak>

*Soup & Go*® official website: <https://www.ajinomoto.com/brands/tai-pei-dup>

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