

PRESS RELEASE

Ajinomoto Health & Nutrition North America, Inc.
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Ajinomoto North America, Inc. Changes Name and Launches New Logo

Ajinomoto North America, Inc. Changes Name to

Ajinomoto Health & Nutrition North America Inc.

and Introduces New Global Brand Logo

FOR IMMEDIATE RELEASE – March 12, 2018 – As part of Ajinomoto Co., Inc.’s Global Brand Initiatives, Ajinomoto North America, Inc. is changing its name to Ajinomoto Health & Nutrition North America, Inc. to create brand consistency across North America. The company’s rebranding structure will utilize the new Ajinomoto Global Brand logo - setting the stage for global consistency and a unified management.

Ajinomoto affiliates across North America are introducing a new company naming structure for each of their businesses to provide company continuity, including an easier way to understand each of their businesses, and to create a unified concept with each company name. The company naming structure will consist of “Ajinomoto + Business Field + North America.” Ajinomoto’s companies in North America are changing their names effective April 1, 2018 as follows:

- Ajinomoto North America, Inc. will change to Ajinomoto Health & Nutrition North America, Inc.
- Ajinomoto Windsor, Inc. will change to Ajinomoto Foods North America, Inc.
- Ajinomoto Heartland, Inc. will change to Ajinomoto Animal Nutrition North America, Inc.

“The business field name of “Health & Nutrition” best captures the diverse range of products we manufacture and supply to a multitude of industries. “Health” encompasses our commitment to improving the health and wellness of people consuming our products through ASV initiatives. The word “Nutrition” is also essential to the name of our company in order to illustrate the impact our food ingredients and amino acids have on the creation of a nutritious diet that never sacrifices taste,” said Tatsuya Sato, President and COO of the newly named Ajinomoto Health & Nutrition North America, Inc.

The Ajinomoto Global Brand Logo will enhance the corporate brand globally as well as ensure global consistency across all business activities and brands. The new logo goes “beyond language” with a friendly design that incorporates not only the history of the company but also the creative visions, goals, growth, and development of the Ajinomoto Group.



The meaning of “Ajinomoto” is the “Essence of Umami,” which has been evolved from its literal meaning the “Essence of Taste.” Now this brand logo is changing to not only include the history of the brand but to establish a memorable mark that is friendly for people worldwide and that has improved visibility.

The infinity “A”: The “A” incorporates the infinity symbol and represents the “A” of taste (“Aji”) and Amino acids. The “A” also incorporates three ambitions:

1. To pursue, master and popularize taste (“Aji”)
2. To drive the evolution and develop the value of Amino Acids with leading-edge bioscience and fine chemical technologies
3. To promote global sustainability

The line from “A” to “j”: The “j” represents a person, signifying people joining together and finding joy in cooking, eating and comfortable lifestyles enriched by taste (“Aji”) and Amino Acids.

The line from the bottom of “j” extending upward to the right: This line expresses the future growth and development of the Ajinomoto Group.

The new global brand has been rolled out in phases, beginning in October 2017, with the new logo being used on Ajinomoto Co.’s global press releases and website. As of November 2017, the logo was implemented in business applications such as name cards and stationery. In January 2018, the new logo was implemented for all points of consumer contact, including product packaging, corporate advertising, television commercials, sales promotions, and internet communication.

About Ajinomoto North America, Inc. /Ajinomoto Health & Nutrition North America, Inc.

Ajinomoto North America, Inc. is a subsidiary of Ajinomoto Co., Inc., a global manufacturer of high-quality amino acids, seasonings, processed foods, beverages, pharmaceuticals and specialty chemicals. Ajinomoto Co., Inc., founded in Japan in 1909, opened its first U.S. office in 1917. Ajinomoto USA, Inc. was founded in 1956 and became Ajinomoto North America, Inc. in 2011. Ajinomoto North America, Inc. currently employs more than 500 personnel in offices and manufacturing facilities in Illinois, Iowa, New Jersey and North Carolina. The company is supported by the Ajinomoto Group’s global network of research, development, manufacturing and logistics. For more information visit www.ajinorthamerica.com.

About Ajinomoto Co.

Ajinomoto Co., Inc. is a global manufacturer of high-quality seasonings, processed foods, beverages, amino acids, pharmaceuticals, and specialty chemicals. For many decades Ajinomoto Co. has contributed to food culture and human health through wide-ranging application of amino acid technologies. Today, the company is becoming increasingly involved with solutions for improved food resources, human health and global sustainability. Founded in 1909 and now operating in 30 countries and regions, Ajinomoto Co. had net sales of JPY 1,091.1 billion (USD 10.07 billion) in fiscal 2016. For more about Ajinomoto Co. (TYO: 2802), visit www.ajinomoto.com.