

# Kikkoman Group Global Launch of New Corporate Brand Logo and Slogan

In June 2008, the Kikkoman Group launched its new corporate brand logo and slogan globally, initiating their use at Kikkoman Group companies worldwide.



**Kikkoman's new corporate brand logo and slogan**

Kikkoman introduced its previous corporate logo in the Japanese market in 1987. In the two decades since then, Kikkoman has steadily globalized its operations and generates approximately half of its operating profit in markets outside Japan. The new corporate logo is a reflection of these developments. We felt that, from a long-term perspective, a reworking of the brand, including the corporate brand logo, was necessary to make them better reflect the current nature of the business.

The new corporate brand logo and slogan are shown above. The corporate brand logo represents the Kikkoman Group's determination to harness both tradition and innovation in its business activities.

We also took the opportunity to realign four of the brands for domestic product ranges: Kikkoman, Del Monte, Manjo and Manns Wines, creating new slogans for them.

We regard fiscal 2009 as the first year of a new era—that of our new corporate brand—during which we will work to further enhance corporate value both at home and abroad.