

IV. Global Vision 2020 and New Corporate Brand

(1) Global Vision 2020

Defining a Vision for the Future of the Kikkoman Group

- (i) Make Kikkoman soy sauce a truly global seasonings*
- (ii) Become a company that supports healthy lifestyle
through food*
- (iii) Become a company whose existence is meaningful to
global society*

IV. Global Vision 2020 and New Corporate Brand

(2) New Corporate Brand

Full-scale Introduction of New Brand Identity Starting June 2008

Overseas



Brand Logos and Slogans in Japan

おいしいの、まんなか。



太陽を、おいしさに。



ひとつ上の、まごころ。



日本がおいしくなるワイン。



kikkoman 
seasoning your life