

Japan's Umami United and KENKO to launch plant-based eggs salad

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Umami United Japan announced that KENKO Mayonnaise will launch a new product jointly developed using the UMAMI EGG.

Umami United Japan (Umami United), with its mission to Unite All at One Table, Create the Future develops plant-based eggs with the aim to bring together people from various backgrounds at the same dining table and provide an innovative food source that leads to a more sustainable future.

KENKO Mayonnaise (KENKO) is developing a new plant-based food category HAPPY!! with VEGE, which caters for diversified dietary preferences, innovative food styles and alternative ingredients that alleviate environmental issues.

There is great alignment in both companies' philosophies in co-developing food products. Umami United wishes to provide delicious plant-based food as a feasible option for the future and KENKO, aspiring to be the No. 1 salad company, aims to contribute to the world through food. Taking inspiration from the philosophy and technology behind Happy!! with VEGE, both companies embarked on the co-development using Umami United's UMAMI EGG product.

The key to reproducing the deliciousness of eggs lies in developing the Umami flavour, a unique feature of the UMAMI EGG. Umami in eggs is replicated by applying a proprietary enzymatic treatment to wood ear mushrooms, a food loss. This is also what forms the main flavour of the new product - the "Marude Tamago Salad". With the shared objective to create food that everyone can enjoy at the same table, Umami United and KENKO joined forces on various fronts including technology, expertise, development and production capability to devise the "Marude Tamago Salad", a delicious new product that accentuates and brings out the egg's original flavour, texture and goodness.