

Ajinomoto Co., Inc. Invests in Every, Inc., a Recipe Video Medium Operator and Retail DX Service Provider

With the Aim of Realizing Well-being through Personalized Food Experiences

TOKYO, April 3, 2023 –Through its corporate venture capital arm, Ajinomoto Co., Inc. (“Ajinomoto Co.”) has invested in Every, Inc. (“Every”), a start-up company operating recipe and other video media and providing various retail DX services involving in-store digital signages for food supermarkets. Through this investment, Ajinomoto Co. aims to realize well-being, by combining the strengths of both companies and creating personalized food experience centering on health and nutrition.

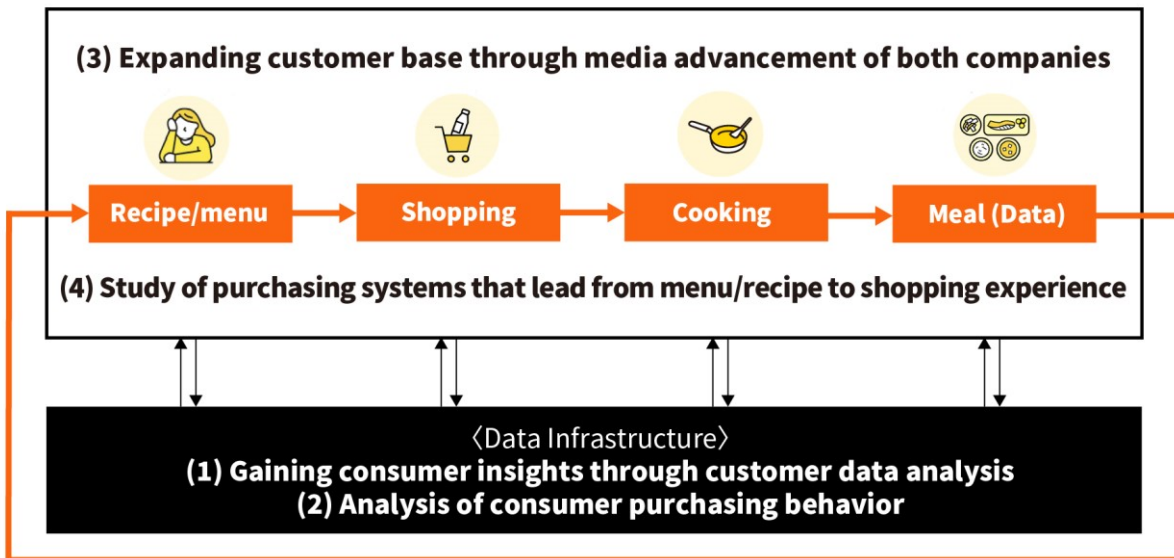
Recently, many domestic retailers, facing a critical labor shortage, need to respond to various consumer needs, ranging from improving purchase experience amid growing elderly and working-couple populations to preparing nutritionally balanced meals amid the prolonged COVID-19 pandemic, while pursuing operating efficiency. As approximately 60 % of consumers at stores are believed to make unplanned purchases, shopping for groceries without having decided their menu, retailers are taking stronger interests in promotion DX, which allows for efficient operations while responding to consumer needs through in-store menu proposals and other personalized promotions, and continuous out-of-store consumer contacts to become their first choice (survey by Every).

Against this backdrop, in 2015, Every started to operate DELISH KITCHEN, a recipe video medium under the supervision of registered dietitians, to address consumer issues, “what should I make today?”, and has grown this medium to become a leading medium of its kind in Japan, with more than 50,000 recipes and over 30 million users. The in-store digital signages for food supermarkets, which it started to provide in 2018, are now installed at more than 2,300 stores nationwide, developing into one of the largest in-store signage advertising platforms. Furthermore, in recent years, it has provided various DX support services for food supermarkets both offline and online, ranging from digitizing customers’ in-store behavior with AI cameras and beacons, to developing a multi-functional retail app using the assets of DELISH KITCHEN: online shops, web flyers, coupons, and ID linkage.

With the purpose of “Contributing to the well-being of all human beings, our society and our planet with AminoScience®”, Ajinomoto Co. aims to transform its business model and achieve its further growth toward 2030, by creating ecosystems with partner companies to solve social issues in four growth areas: “Healthcare”, “Food & Wellness”, “ICT”, and “Green”. Especially, in “Food & Wellness” category, it aims to realize well-being through CX (customer experience) evolution and will provide various solutions through food.

By combining Ajinomoto’s Deliciousness Technologies, its knowledge of health and nutrition based on its amino acid research, and its recipe and menu proposal services deriving from its consumer food insight, with Every’s consumer contact points through its recipe video medium and its digital solutions for food supermarkets, both companies will create new personalized food experience services centering on health and nutrition.

Realizing Health and Well-being through Personalized Food Experiences



[Main areas of collaboration with Every]

- (1) Gaining consumer insights through customer data analysis
- (2) Analysis of consumer purchasing behavior
- (3) Expanding customer base through media advancement of both companies
- (4) Study of purchasing systems that lead from menu/recipe to shopping experience

■ Outline of Every

- (1) Name of company: Every, Inc.
- (2) Location: Minato-ku, Tokyo
- (3) Established: September 2015
- (4) Representative: Taisei Yoshida, President
- (5) Business description: Video medium business, etc.
- (6) Employees: 200 (as of December 2022)
- (7) Website: <https://corp.every.tv/>

Press release dated December 16, 2020

Ajinomoto Co., Inc. Establishes a Corporate Venture Capital Arm

https://www.ajinomoto.com/cms_wp_ajmnt_global/wp-content/uploads/pdf/2020_12_16.pdf

The Ajinomoto Group will contribute to the well-being of all human beings, our society and our planet with “AminoScience” based on the corporate slogan “Eat Well, Live Well.”. The Ajinomoto Group has offices in 36 countries and regions, and sells products in more than 130 countries and regions. In fiscal 2021, sales were 1.1493 trillion yen (10.2 billion U.S. dollars). To learn more, visit www.ajinomoto.com.

For further information, please contact: [HERE](#)