

PRESS RELEASE

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**People who Enjoy Cooking and Often Eat Together Have a Greater Sense of Well-being
Ajinomoto Co., Inc. Publishes Survey Report Showing the Relationship
of “Cooking Enjoyment” and “Eating Together” with “Well-being”**

Joint Survey with US Research Company Gallup, Inc. Conducted in 142 Countries

TOKYO, December 1, 2023 – Ajinomoto Co., Inc. (“Ajinomoto Co.”), in collaboration with the US research company Gallup, Inc. (CEO: Jon Clifton; Head Office: Washington D.C., USA; “Gallup”), has conducted a global survey showing the relationship of “cooking enjoyment” and “eating together” with “well-being” and published the survey report on Gallup’s website.

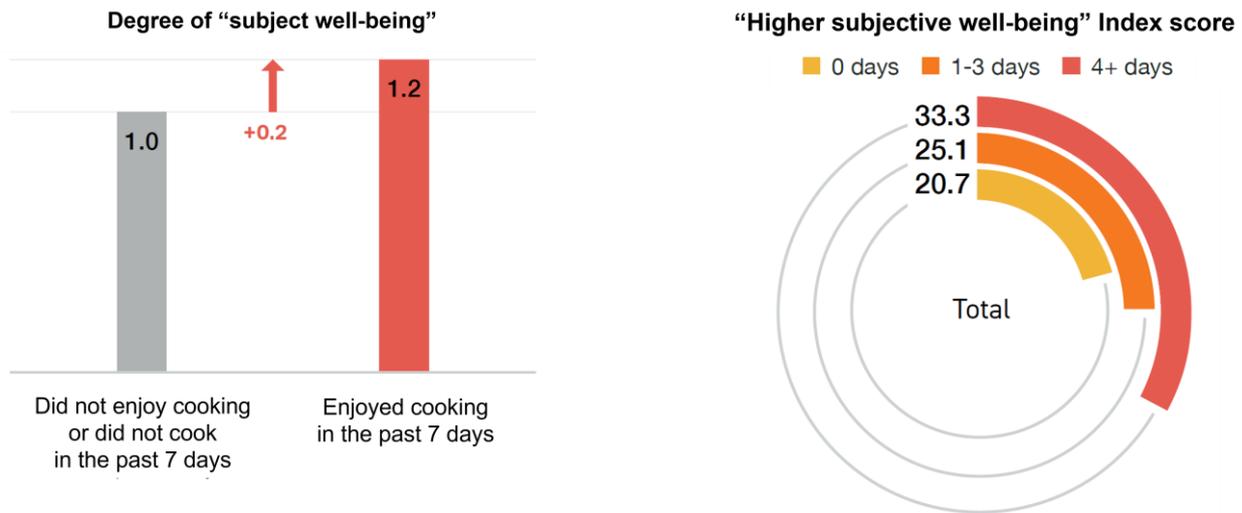
Survey Report URL: <https://www.gallup.com/analytics/544376/cooking-enjoyment-communal-well-being.aspx>

The Medium-Term ASV Initiatives 2030 Roadmap announced by Ajinomoto Co. in February this year, with its stated purpose of “contributing to the well-being of all human beings, our society and our planet with AminoScience,” is promoting activities that contribute to emotional enrichment (subjective well-being) by “encouraging the joy of cooking and eating together” as one of the company’s key initiatives to realize people’s well-being*. While there is widespread evidence concerning the relationship between food, nutrition and health (physical well-being), there was insufficient evidence concerning the relationship between food and subjective well-being.

With this in mind, Ajinomoto Co. partnered with Gallup using the Gallup World Poll to conduct the first worldwide study on the relationship between cooking enjoyment and eating together with subjective well-being. The Gallup World Poll, which has continually surveyed residents in over 150 countries since 2005, regularly measures individuals’ well-being. Gallup’s well-being questions are included in the United Nations’ “World Happiness Report,” and the OECD’s “Better Life Index.” In 2022, the Gallup World Poll included three new questions about “cooking enjoyment” and “the frequency of eating together” in 142 countries.

As a result of analyzing the responses to these questions and their relationship with subjective well-being, which is surveyed in the GWP, it was found that people who said they enjoyed cooking were a statistically significant 1.2 times more likely to have higher subjective well-being than people who did not enjoy cooking or did not cook. In addition, the survey showed that, on a global level, the subjective well-being index increased with the frequency of eating with others and that enjoying cooking and frequently eating with others contribute to subjective well-being.

Graphs of results of surveys on “enjoyment of cooking” and “eating with others”



Using the results obtained from this survey and data from the 2022 GWP, Ajinomoto Co. will support interdisciplinary research conducted by the University of Oxford’s [Well-being Research Centre](#) in UK, in which the University founded the Ajinomoto Research Fellowship in February 2023. The Fellowship seeks to establish a platform for knowledge exchange on the empirical science of well-being, supporting Ajinomoto Co. to explore areas of interest including the relationship between food and well-being. The director of this center, Professor Jan-Emmanuel De Neve, is an authority on well-being research, including serving as an editor of the “World Happiness Report”.

Ajinomoto Co. aims to achieve its purpose by making full use of the results of this research on the relationship between food and well-being in the field of Food & Wellness, one of the company’s growth areas.

Notes: Key initiatives related to people’s well-being ([Ajinomoto Sustainability Report 2023](#), p.12)

- ① Provide nutritious food that respects local cultures without compromising taste while providing nutritional information for each meal to support consumers’ understanding of healthy nutrition.
- ② Contribute to creating healthcare solutions that address individual needs through advanced medicine.
- ③ Create an environment that supports people in making healthy food choices, for humans and the planet, that don’t compromise on taste.
- ④ By encouraging the joy of cooking and eating together, contribute to individuals’ emotional enrichment and subjective well-being.
- ⑤ Contribute to consumers’ self-actualization through our products and services that cater to each individual.

Reference

■ Profile of Gallup, Inc.

- (1) Company name: Gallup, Inc.
- (2) Location: Washington D.C., USA
- (3) Representative: Jon Clifton, CEO
- (4) Business description: Consulting and global research
- (5) Website: <https://www.gallup.com/home.aspx>

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 (as of 2023). In fiscal 2022, sales were 1.3591 trillion yen (10.0 billion U.S. dollars). To learn more, visit www.ajinomoto.com.

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