

**Brazil's LOVED BRAND that Sells 10 Sachets a Second  
Sazón® from Ajinomoto do Brasil**

We are pleased to introduce *Sazón®*, a flavor seasoning brand from Ajinomoto do Brasil Indústria e Comércio de Alimentos Ltda.

*Sazón®* is a flavor seasoning for Brazilian cuisine, and Ajinomoto do Brasil offers a variety of products rooted in the local food culture, such as *CARNES* for meat dishes and *FEIJÃO*, which makes it easy to get the flavor of feijão,\* a signature Brazilian bean dish.

\*A dish of boiled beans, a home-style dish that many Brazilians eat over white rice on a daily basis.

↓Please click on the image below to move to the video.



Ajinomoto do Brasil is one of the Group's main subsidiaries, and in addition to the Food Products Business, such as Sauce & Seasonings, it is engaged in the production and sales for the Bio & Fine Chemicals Business. The Ajinomoto Group has been operating in Brazil for more than 60 years, and Brazil is the next largest region in the Group's food business after Asia.

Since the launch of *Sazón®* in 1988, the company has continued its aggressive marketing activities, and its deliciousness, ease of use, and convenience is widely appreciated by Brazilians, so *Sazón®* is now widely used in various types of home meals as the top brand in Brazil, with about 70% of the market.

Also *Sazón®* was recently launched in Japan, targeting Brazilian nationals residing in Japan.

Please take a look at the video about Sazón®, which is loved locally and has an overwhelming market share, and also notice the passion of the local brand manager.

#### Reference

Official website of Ajinomoto do Brasil: <https://www.ajinomoto.com.br/>

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 34 countries and regions, and sells products in more than 130 countries and regions. In fiscal 2023, sales were 1.4392 trillion yen (9.9 billion U.S. dollars). To learn more, visit [www.ajinomoto.com](http://www.ajinomoto.com).

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