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Japan store starts selling drinkable mayonnaise – 9th December 2024

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Japanese people have a fondness for mayonnaise - the creamy, egg-based condiment. They now have a new product to try – drinkable mayonnaise. Japan's third largest convenience store chain is selling a mayonnaise-flavoured drink, called "Nomu Mayo". The store says the drink is, "a long-awaited new product for mayonnaise lovers". It added that, "the richness and sourness of mayo are reproduced in this chilled beverage".

The convenience store is watching how Nomu Mayo sells. Japan's mayonnaise uses rice vinegar. Mayo is in most of Japan's kitchens and restaurants. However, it is unclear how popular drinkable mayo will be. It has very mixed reviews. Yahoo Japan stated: "It had the texture of mayonnaise....The taste didn't feel diluted at all, and it tasted like mayonnaise, which is a bit strange." It said the drink was "a bold product aimed at a very niche demographic".

Level 5

Japanese people have a particular fondness for mayonnaise - the creamy, egg-based condiment. Fans of the dressing now have a new product to try – drinkable mayonnaise. Lawson, Japan's third largest convenience store chain, is selling a mayonnaise-flavoured drink, called "Nomu Mayo". This means "mayo drink" in Japanese. The store says the drink is, "a long-awaited new product for mayonnaise lovers". It added that, "the richness and sourness of mayo are reproduced in this chilled beverage". The label states the drink is a "mayonnaise-style drink" and "not mayonnaise".

Nomu Mayo costs ¥198 for 200 ml. Lawson is testing sales to gauge its potential. Japan's version of mayonnaise, which uses rice vinegar, is ubiquitous in Japan's kitchens and restaurants. However, the jury is out on whether drinkable mayo will be popular. It has gone viral on social media and has very mixed reviews. Yahoo Japan stated: "It had the texture of mayonnaise....The taste didn't feel diluted at all, and it tasted like mayonnaise, which is a bit strange." It added that the drink was "a bold product aimed at a very niche demographic".

Level 6

Mayonnaise fans in Japan have a new product to savour – drinkable mayonnaise. Lawson, one of the country's largest convenience store chains, has started selling a mayonnaise-flavoured drink. It is called "Nomu Mayo" in Japanese, which translates as "mayo drink". Lawson has tapped into the particular fondness the Japanese have for mayonnaise - the creamy, egg-based condiment. The store has called its new liquid refreshment, "a long-awaited new product for mayonnaise lovers". It added that, "the richness and sourness of mayo are reproduced in this chilled beverage". The Nomu Mayo label states the drink is a "mayonnaise-style drink" and "not mayonnaise".

Nomu Mayo is priced at ¥198 (\$1.32) for 200 ml. It is currently in a "test sales" phase to gauge its potential. While Japan's version of mayonnaise, which uses rice vinegar, is ubiquitous in and on Japanese meals, the jury is out on whether drinkable mayo will take off as a product. It has gone viral on social media and has garnered very mixed reviews. Yahoo Japan stated: "It had the texture of mayonnaise dissolved in water and definitely tasted like mayonnaise, although it had the texture of water. The taste didn't feel diluted at all, and it tasted like mayonnaise, which is a bit strange." It added the drink was "a bold product aimed at a very niche demographic".