



# Let's Eat with **Ko-Shock 5**

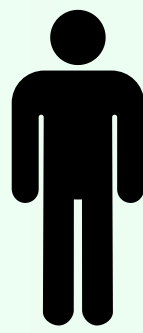


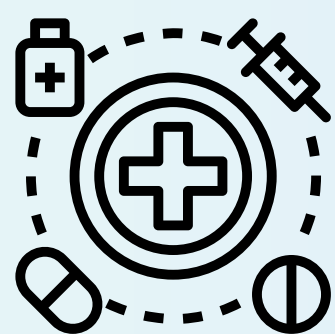
## What Is Koshoku?


Koshoku refers to the act of eating alone. Socio-economic factors such as the increase in individuals living alone and diverse lifestyles has contributed to the increase in eating alone. The decrease in family and social interaction that comes with solo dining can negatively impact our mental and physical health. Because this trending issue lurks in our daily lives, it has not received enough recognition.

## Negative Effects of Koshoku

Aside from having higher rates of depression anxiety among adults, eating alone has also been associated with these health risks.

 **64 %** higher risk of heart disease, stroke, and diabetes compared to those who dine alone among adult men \*2



 **2.58X** more likely to experience angina, a coronary artery disease symptom among women \*3

## The Current 4Ks

- ① Koshoku of children (**KODOMO**) with working parents
- ② Koshoku of elderly (**KOUREISHA**) due to aging population
- ③ Koshoku of individuals (**KOJIN**) in the age of abundance
- ④ Koshoku in other countries (**KOKUGAI**) becoming more serious

## Efforts Made by **Kewpie's Foundation** \*4

The involvement of this foundation has contributed in solving global food and health issues on a large scale.

Solutions that take advantage of corporate identity:

- Operations funded by stock dividends
  - ⇒ In the fiscal year 2024, a total of 260 million yen was used to support 630 organizations.
- Current actions taken to mitigate lack of opportunities to engaging over food
  - ⇒ Organize tours and events to foster safety, security, and enjoyment in food.



## Approaches Taken in Japan \*5

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| <p>① Koshoku of children</p> <ul style="list-style-type: none"> <li>• Creating a place for children through Kodomo shokudo</li> <li>⇒ Let supporters know the situation children are facing</li> <li>• Teach children how to cook</li> <li>⇒ Supports children's future</li> <li>• Offer educational support at free school</li> <li>⇒ Support children from several aspects besides eating</li> </ul> | <p>② Koshoku of elderly</p> <ul style="list-style-type: none"> <li>• Organizing Kodomo shokudo in nursing homes</li> <li>⇒ Eliminate solo dining while contributing to supporting the community and helping the elderly</li> <li>• Distribute lunch boxes</li> <li>⇒ Offer meals to those who cannot cook while giving them opportunities to eat together</li> </ul> | <p>③ Koshoku of individuals</p> <ul style="list-style-type: none"> <li>• Efforts to support ex-prisoners through food</li> <li>⇒ Offer them a chance to engage with others and connect with the community</li> <li>• Actions taken for people with disabilities</li> <li>⇒ Creating a place for people who tends to be isolated</li> </ul> |
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## Our Actions

We participated in a childcare volunteering program to interact with children with different backgrounds to know the situation of Koshoku and think about the measures that should be taken. There were many memorable moments that led us think deeply about the importance of providing children with an opportunity to enjoy eating.

For us, a meal is not just something that fills our appetite, but also about nourishing the heart. We strongly hope that eating can be an activity that satisfies both our bodies and hearts. We also hope that more people would recognize the gravity of this issue, as well as the importance of eating together.

## Approaches Taken Overseas

- Culture that promote eating together (Italy, Vietnam, South Korea) \*6
  - These countries have cultures that promote eating together with family or friends and create an environment where people can interact over their meals
- Community Kitchen (Denmark) \*7
  - There are many philanthropic organizations that provide food and water for free and offer a diner in which people can communicate with others

References :

\*1 "Solitary Dining: Causes, Issues, and Solutions Explained" (n.d.). Nichirei Foods Co., Ltd. [https://wellness.nichirei.co.jp/contents/detail/\\_29](https://wellness.nichirei.co.jp/contents/detail/_29)  
 "Solitary Dining Among the Working Generation" - Toyo Keizai <https://toyokeizai.net/articles/-/784800?display=b>

\*2 Why Eating Alone May Be Bad for You, Time <https://time.com/4995466/eating-alone-metabolic-syndrome>

\*3 Can eating alone be bad for your heart? Science Daily <https://www.sciencedaily.com/releases/2021/11/211103140138.htm>  
 to-trend-report/

\*4 Kewpie Mirai Tama90 Foundation (n.d.). <https://www.kmtzaidan.or.jp/>

\*5 A Study Based on Interviews Conducted by the Kewpie Mirai Tama90 Foundation

\*6 "Eating together as a culture" (n.d.) [https://www.o9-cel.jp/column/1271050\\_15959.html](https://www.o9-cel.jp/column/1271050_15959.html)

\*7 "The Growing Trend of 'Children's Cafeterias for Adults' in Denmark: The Culture of Community Kitchens" (n.d.). ELEMINEST. <https://eleminest.com/article/2634>

