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Ajinomoto Resolves Social Issues Through ASV Initiatives

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SPORTS NUTRITION AWARENESS PROJECT 2019/2020

Ajinomoto's Sports Nutrition Awareness Project aims to educate and increase awareness among student athletes on the importance of nutrition in sports performance.



Ajinomoto Malaysia's contribution to sports continued with the collaboration between the Education Ministry and the Bukit Jalil Sports School (BJSS) in an educational programme, the Sports Nutrition Awareness Project.



Ajinomoto's involvement in sports started with the platinum sponsorship by Ajinomoto Co in the 29th SEA Games and the 9th Asean Para Games 2017.

The Ajinomoto Group is promoting greater wellness among people around the world with its Creating Shared Value (ASV) initiatives to get all of us to "Eat Well, Live Well".

The initiatives are linked to the creation of economic value and growth by contributing to the resolution of social issues such as global sustainability, food resources and healthy living with the Ajinomoto Group's business specialities.

The project aims to educate and increase awareness among student athletes on the importance of nutrition in sports performance through a series of educational and awareness programmes such as education talk by nutritionists, balanced lunch servings and sports nutrition information corridor.

One of the key aims of this project is to educate student athletes on healthy eating and instil a balanced dietary habit among student athletes. About 400 student athletes benefited from this project.

In 2020, Ajinomoto (M) Bhd continued to promote health and well-being to more people, especially active individuals, by introducing aminoVITAL - the apple jelly flavoured sports drink which is the No.1 brand in Japan, trusted by athletes and people involved in sports for more than a decade.



As part of the ASV initiatives to promote health and well-being, Ajinomoto Co Inc initiated the Victory Project in 2003. It has been supporting top athletes in Japan with a series of sports nutrition programmes such as the Winning Meals Kachimeshi. The Group has expanded this initiative to other Asean countries including Malaysia under the Asean Victory Project.

In Malaysia, Ajinomoto (M) Bhd's involvement in sports started with the platinum sponsorship by Ajinomoto Co in the 29th SEA Games and the 9th Asean Para Games 2017.



The sports drink contains 3,000mg of amino acids, mainly branched-chain amino acids (BCAA), which provide sufficient energy for endurance sports athletes such as runners, cyclists, triathletes, swimmers, hikers and more. Now, consumers can get aminoVITAL conveniently from popular e-commerce platforms such as Lazada and Shopee.

ASV represents the Ajinomoto Group's unchanging commitment, together with its stakeholders and businesses, to contribute to greater wellness for people worldwide by unlocking the power of amino acids in resolving the food and health issues.