

Media: New Straits Times (Online)

Date: 20 Mar 2021

Ajinomoto aids in resolving social issues through ASV initiatives

SPONSORED CONTENT

By Fiona Kessler - March 20, 2021 @ 12:28pm



SPORTS NUTRITION AWARENESS PROJECT 2019/2020

BUKIT JALIL, SPORTS SCHOOL | MINISTRY OF EDUCATION MALAYSIA | AJINOMOTO (MALAYSIA) BERHAD

The project aims to educate and increase awareness among student athletes on the importance of nutrition in sports performance. - Ajinomoto Group

THE Ajinomoto Group realises greater wellness for people all around the world by highlighting how important it is to "Eat Well, Live Well" through the Ajinomoto Group Creating Shared Value (ASV) initiatives. The ASV 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 unique business specialties.

ASV Value Creation Model



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

In Malaysia, AMB's involvement in sports started with the Platinum Sponsorship by Ajinomoto Co. in the 29th SEA Games and the 9th ASEAN Para Games 2017. AMB's contribution in sports activities continued with the collaboration between the Ministry of Education Malaysia (MOE) and Bukit Jalil Sports School (BJSS) in an educational programme, the Sports Nutrition Awareness Project.



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 an education talk by nutritionists, balanced lunch set servings and a sports nutrition corridor setup. One of the key messages of this project is to educate the student athletes on the objective of healthy eating and to instil a balanced dietary habit among student athletes. About 400 student athletes benefited from this project.



In 2020, AMB 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***. It is reliable and trusted by athletes and people involved in sports for more than a decade.

It 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 their stakeholders and businesses, they will contribute to greater wellness for people worldwide by unlocking the power of amino acids in resolving food and health issues.

