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STRENGTHEN FAMILY BONDING AT HOME WITH SERI-AJI

A busy lifestyle could get in the way of spending time with our loved ones, which makes quality time with family and friends one of the greatest gifts anyone can give. Through empathising with diverse lifestyles, Ajinomoto Company creates spare time through smart cooking which allows anyone to cook easily. This initiative encourages people from all walks of life to enjoy cooking, even on the busiest of days.

In an effort to accelerate this initiative, the Seri-Aji product range consists of menu-specific seasonings

that help consumers prepare delicious home-cooked meals quickly and conveniently at home. For decades, the fried rice seasoning assortment has been one of the most popular product lines among consumers. Recently, Ajinomoto (Malaysia) Berhad (AMB) launched two new Seri-Aji variants, the Banana Fritter Flour and Fritter Seasoned Flour, to enable quick and easy teatime preparation.

The all-new Seri-Aji Banana Fritter Flour is made from assorted flours to produce the crunchy texture and enhance the scrumptious banana fritters with a hint of a sweet vanilla aroma. Despite its name, the Banana Fritter Flour can also be used to make

jackfruit, tapioca and sweet potato fritters.

On the other hand, the newly-launched Seri-Aji Fritter Seasoned Flour is the perfect companion for making delicious, savoury fritters as it is complete with various seasonings and spices that add a crispy texture on the outside while maintaining the softness on the inside.

The Fritter Seasoned Flour is suitable for making prawn fritters as well as vegetable fritters. Thanks to the new Seri-Aji fritter flour duo, fruits and vegetables make the perfect snack for the whole family. Not only that, we would also be able to encourage our fussy children to increase their vegetable intake, even

during teatime. This is part of The Ajinomoto Group Creating Shared Value (ASV) initiative to promote health and wellbeing among Malaysians.

Through the extensive range of Seri-Aji products, AMB hopes to ease the burden of homemakers and working parents when preparing nutritious meals for their loved ones. Nothing strengthens bonds better than sharing a satisfying, hearty meal with the family. SeriAji products are available for purchase in retail outlets, supermarkets and e-commerce platforms such as Shopee and Lazada.

Live up your teatime and "Eat Well, Live Well" with Ajinomoto Company!