

Media: New Straits Times

Date: 09 Sep 2021



**UMAMI  
IT WITH  
AJINOMOTO  
COMPANY**

THE Malaysian Community Salt Survey conducted in 2019 showed the consumption of salt in 4 out of 5 Malaysian adults exceeded the recommended amount. Over-consumption of salt can actually increase the risk of contracting noncommunicable diseases (NCDs) such as high blood pressure, heart disease and even stroke. Moreover, people with NCDs are prone to

severe or even fatal complications from Covid-19.

The Ajinomoto Group continues to address global social issues across the value chain and aim to solve them through The Ajinomoto Group Creating Shared Value (ASV) initiatives. To counter over-consumption of salt among Malaysians, Ajinomoto (Malaysia) Berhad (AMB) has launched the "Less Salt, Umami It" campaign. The campaign aims to encourage the general public to reduce their salt consumption in their daily cooking to promote better health and well-being.

A variety of interesting activities have been arranged until Sept 30, 2021.

A total of RM11,000 in cash prizes await you through the "Low Sodium Recipe Challenge" which you can join and win till Sept 12, 2021.

Show your creativity in preparing delicious yet low-salt recipes by using the AJI-NO-MOTO® Umami seasoning. All you have to do is take a photo of your dish, upload the recipe and indicate the amount of salt and AJI-NO-MOTO® Umami seasoning used. Then, tag the Hi Ajinomoto MY Facebook page or Instagram. What are you waiting for? Grab the chance while you can!

We have also arranged a "Zoom Cooking Class" session to raise

awareness on low salt intake among the general public that will take place until Sept 4, 2021.

Come and virtually meet culinary experts such as Chef Lin, Chef Man and Chef Azreen who will share low-salt yet delicious and interesting recipes with you. Don't forget to book your seats through the Hi Ajinomoto MY Facebook page or Ajinomoto Company's virtual booth in the Nutrition Month Malaysia (NMM) Virtual Fair. The more the merrier, so let's join today.

The ASV initiative strives to cover every aspect of the community and will also devote its attention to those in need amid the pandemic.

AMB has collaborated with Yayasan Food Bank Malaysia (YFBM) to donate groceries to over 400 families living in the Program Perumahan Rakyat (PPR) and Perumahan Awam (PA) areas throughout Klang Valley. Through this donation, the company hopes to reduce the burden of the community during these trying times.

Through the "Less Salt, Umami It" campaign, we at AMB hope to inspire the community to "Eat Well, Live Well" with Ajinomoto Company. Stay healthy and stay safe!