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Date: 23 Oct 2021

Less salt through 'AJI-NO-MOTO' umami seasoning

SPONSORED CONTENT

October 23, 2021 @ 10:03am



THE Malaysian Community Salt Survey 2019 showed that four in five Malaysian adults consumed more than 5g of salt than recommended by the World Health Organisation (WHO).

According to WHO, overconsumption of salt can increase the risk of Non-Communicable Diseases (NCDs) such as high blood pressure, stroke and heart disease.

Moreover, people with NCDs are prone to severe or even fatal complications from Covid-19.

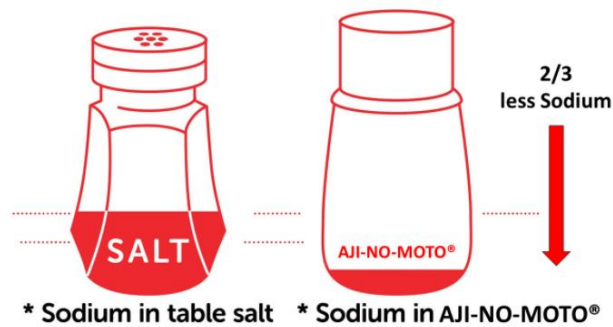
Since being founded in 1909, The Ajinomoto Group continues to address global social issues across the value chain, and has always aimed to solve them through a wide-ranging business portfolio focused on food and bioscience.

Its success lies in creating values together with local communities and the wider society.

The group has named this philosophy at the heart of its business: The Ajinomoto Group Creating Shared Value (ASV).

The pioneer product, 'AJI-NO-MOTO' Pure Umami Seasoning, is able to enhance food deliciousness and help consumers reduce their daily salt intake.

'AJI-NO-MOTO' contains two-thirds less sodium than table salt. By using 'AJI-NO-MOTO', the public will be able to reduce the sodium in their cooking without compromising the overall taste of the dish.



Two simple steps in preparing delicious and low sodium/salt meals:



As part of the ASV initiatives, Ajinomoto (Malaysia) Berhad (AMB) has organised a variety of activities to increase awareness on the importance of less salt consumption for healthy living.

AMB has supported the Nutrition Month of Malaysia (NMM) as the main sponsor since 2019 to promote healthy eating and active living.

Besides that, AMB has also organised the "Less Salt, Umami It" campaign to create awareness and inspire consumers to cook low-salt yet tasty dishes with 'AJI-NO-MOTO' Pure Umami Seasoning. The campaign has included fun activities like virtual cooking classes, low-salt recipe challenges and low-salt recipe sharing on the AMB website and other popular local recipe sites.



To further strengthen consumers' understanding of low-salt diet, AMB has collaborated with healthcare professionals, dieticians and social influencers to share their expertise and insights in preparing low-salt diets with umami seasoning.

The infographic is divided into two columns. The left column features 'Bitter Gourd Omellete' and the right column features 'Thai Style Tofu'. Each column includes a nutrition table and a product image of an Ajinomoto container with a downward arrow indicating sodium reduction.

Bitter Gourd Omellete		Thai Style Tofu	
Calories	117.8 kcal	Calories	116.4 kcal
Carbohydrate	2.7 g	Carbohydrate	6.7 g
Protein	4.7 g	Protein	4.5 g
Fat	9.8 g	Fat	7.9 g
Sodium	169.2 mg	Sodium	135.2 mg

Reduce 14% of sodium

Reduce 16% of sodium

Through the ASV initiatives, AMB hopes Malaysians are able to practice less salt intake in their daily cooking while maintaining the deliciousness of the food.

Let's "Eat Well, Live Well" with the Ajinomoto Group.

For more information on low salt recipes, please visit the AMB [website](#) or [Ajinomoto Malaysia](#) and [Hi Ajinomoto MY's](#) Facebook pages.

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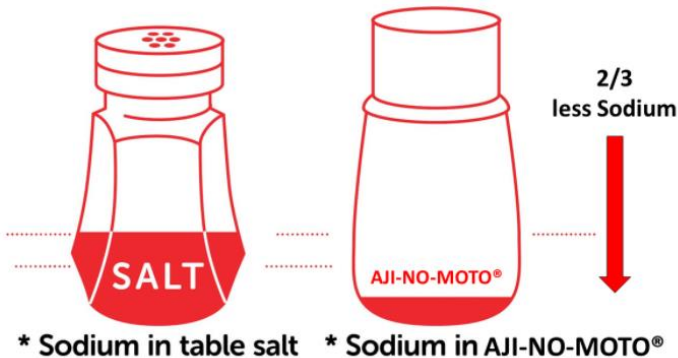
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味之素與988合作 廣播宣傳支援食攤

了大马的每个行业，食品业是受到最大一。马来西亚味之素（AMB）了解当前形播电台988合作，希望支持大马食品企业复将帮助受影响的企业通过广播和社交媒体了传。通过此次活动，马来西亚味之素希望

吸引更多顾客光顾大排档，以提高业者的企业赢得牵引力。

马来西亚味之素邀请所有食品企业加推动业务发展，并有机会以零成本在空中

参与方式非常简单。首先要做的就是的食品摊位的脸书(Facebook)帖子。内容

称和位置，并附上相关照使用#AjinomotoMalaysia和发布到你的个人脸书上。

活动时间为2021年11抓紧这个大好机会来提升

与社区一起创造价值造共享价值(ASV)的核心。活动能够通过988电台提品摊位与消费者联系起来者提供所需的支持。(JM)

☎ www.ajinomoto.com.my



AJINOMOTO COMPANY SUPPORTS LOCAL FOOD BUSINESSES

Let's share about your Food Stall details on Facebook, and you will stand a chance to get free publicity on 988!

50 WINNERS will also stand a chance to win Prizes worth RM188!

What are you waiting for? Join the campaign!

Facebook profile with the hashtag #AjinomotoMalaysia and #988.

The campaign period runs from 1st to 30th November 2021. What are you waiting for? It's time to move forward, and grab this golden opportunity to boost your business!

Creating values together with local communities and the wider society is at the core of the

Ajinomoto Group Creating Shared Value (ASV) initiatives. AMB hopes that this campaign is able to give local food businesses the support they need by connecting local food stalls with consumers through the publicity offered by 988 FM.

Throughout the month of August 2021, 988 announcers explored the vicinity of the Klang

Valley in search of highly-recommended local cuisine as part of our heart-warming initiative in supporting local F&B businesses. It is also in line with Star Media Group's direction to uplift and empower homegrown businesses via the "BeliLokal" initiative.

Judging from the positive and encouraging public responses

received, it can be really helping to weather the pandemic.

For more or videos, Facebook (@988).

Together Well" with

电台提供本地餐饮业免费宣传



，就有机会获得免费宣传！

损失，尤其餐饮业受到的影响更为严重。马
前形势，与988电台合作帮助受影响的业者

通过此次活动，马来西亚味之素希望吸引更多厨
提振本地业者的士气。马来西亚味之素邀请所有
同提升营业额。

参与方式很简单，只需为本身饮食摊位创建一个
位置，并附上相关照片与描述，然后标签#Ajin
会以零成本在空中宣传自己的餐饮品牌。

活动时间即日起至11月30日，餐饮业者切勿错
这个大好机会来提升业务了！

与社区一起创造价值是味之素集团创造共享价值
这项活动能够通过988电台提供的宣传，将本地
而为业者提供所需的支持。

网站：www.ajinomoto.com.my



業資訊

肺炎对大马各个行业造
巨大损失，尤其餐饮业
影响更为严重。马来西
(AMB) 充分了解当前
988电台合作帮助受影
音通过广播及社交媒体

此次活动，马来西亚味
吸引更多顾客光顾本
小食摊，以提振本地
士气。马来西亚味之素
有大马餐饮业加入这项
同提升营业额。

方式很简单，只需为本
摊位创建一个面子书帖
用摊位名称及位置，并
贴照片与描述，然后标

大馬味之素聯合988電台 提供本地餐飲業免費宣傳



■赶快在面子书分享您的饮食摊位资讯，就有机会获得免费宣传！

签#AjinomotoMalaysia #988，
就有机会以零成本在空中宣传
自己的餐饮品牌。

活动时间即日起至11月30
日，餐饮业者切勿错失良机，
是时候向前迈进，抓住这个大
好机会来提升业务了！

与社区一起创造价值是味之

素集团创造共享价值（ASV）的
核心。该集团希望这项活动能
够通过988电台提供的宣传，将
本地餐饮摊位与消费者联系起
来，从而为业者提供所需的支持。

网站：www.ajinomoto.com.my

(JN)



品企业，提供免费宣传。

味之素免费为企业

(吉隆坡 11 日讯) 马来西亚味之素 (AMB) 与 988 电台合作，协助受疫情影响的企业通过广播和社交媒体宣传品牌。

味之素冀借此吸引食客光顾本地食肆，提高其士气及牵引力。

业者只需在面簿上创建相

关食品类
称和位置
标签
和 #988
获得电台
活动
止，
ajinomo

RIKAT MOTO YOKONG AGA ANAN PATAN



ak COVID-19
bagai industri di
yang terkecuali,
an makanan
tergolong dalam
dilanda wabak
(Malaysia) Berhad
enuhnya situasi
ngambil tindakan
kong para peniaga
melalui kerjasama
tempatan, 988 FM.
membantu
jas dalam
isiti jenama
ta melalui promosi
radio dan

media sosial. Melalui kempen ini, AMB berharap dapat menarik lebih ramai pelanggan ke gerai-gerai makanan tempatan dalam usaha meningkatkan semangat para peniaga tempatan dan menambahkan daya tarikan perniagaan mereka.

AMB menjemput semua perniagaan makanan tempatan di luar sana untuk menyertai usaha ini dan memajukan lagi perniagaan anda! Penyertaan adalah mudah dan ringkas, dan anda akan berpeluang untuk mengiklankan perniagaan makanan anda secara langsung tanpa sebarang kos.

Bagi menyertai kempen ini, anda hanya perlu membuat

hantaran Facebook mengenai gerai makanan anda. Kandungannya harus memaparkan nama dan lokasi gerai anda, serta gambar gerai yang disertai dengan kapsyen yang menyelerakan. Kemudian, hantar kandungan tersebut pada profil Facebook peribadi anda dengan tanda pagar #AjinomotoMalaysia dan #988.

Tempoh kempen bermula dari 1 hingga 30 November 2021. Tunggu apa lagi? Sudah tiba masanya untuk mara ke hadapan dan rebut peluang keemasan ini bagi memajukan perniagaan anda!

Teras kepada inisiatif
Penciptaan Nilai
Bersama

oleh Kumpulan Ajinomoto
mewujudkan nilai bersama
komuniti tempatan dan
yang lebih luas. AMB be
ini mampu memberikan
kepada para peniaga ma
tempatan yang mereka
menghubungkan gerai m
dengan para pengguna
yang ditawarkan oleh S

Bersama-sama kita
Well™ dengan Syarikat A

Online 1

Businesses hit by Covid can boost free



a huge toll on various industries in Malaysia. With no... were among those that were greatly affected by the

fully aware of the current situation and has taken... al food businesses by collaborating with local radio

from the recently completed "988 Support You: Taste... with AMB.

Ajinomoto Extension" (aka "I Want to Recommend")... ses to increase the publicity of their brands via... and social media platforms.

to attract more customers to patronise local food... e among local business owners, and gain traction for

s out there to join the cause and give your business a... sy, and you will stand a chance to advertise your... ero cost.

To get started, all you have to do is create a Facebook... content should indicate your stall's name and local... watering photos and descriptions.

Then, post the content as Facebook profile with the... #988.

The campaign period runs from 1st to 30th November... It's time to move forward, and grab this golden opportunity

Creating values together with local communities and... the Ajinomoto Group Creating Shared Value (CSV)... campaign is able to give local food businesses the... food stalls with consumers through the publicity of

Throughout the month of August 2021, 988 announced... Klang Valley in search of highly recommended local... initiative in supporting local F&B businesses. It is a... direction to uplift and empower homegrown businesses

Judging from the positive and encouraging public... campaign can be regarded as a success in helping to... throughout the pandemic.

For more documented details or videos, please visit... IG (@988).

Together, let's "Eat Well, Live Well" with Ajinomoto!