



As the saying goes: "We are what we eat." The Malaysian Community Salt Survey 2019 showed that four in five Malaysian adults consume salt more than 5g of the level recommended by the World Health Organisation. Over-consumption of salt can increase the risk of non-communicable diseases (NCDs) such as high blood pressure, stroke and heart disease. People with NCDs are prone to severe or even fatal complications from Covid-19. Since it was 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" has 2/3 less sodium than table salt. By using "AJI-NO-MOTO", you will be able to reduce the sodium in your cooking without compromising the overall taste of the dish. 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

LESS SALT THROUGH 'AJI-NO-MOTO' UMAMI SEASONING

Create tasty dishes with less salt for a healthy diet

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 through 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 collaborated with healthcare professionals, dietitians and social influencers to share their expertise and insights in preparing low-salt diet with umami seasoning.

Through the ASV initiatives, AMB hopes Malaysians are able to practise 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, go to <https://www.ajinomoto.com.my/golden-age-group-reduced-sodium-diet-recipes> or the Ajinomoto Malaysia and Hi Ajinomoto MY Facebook pages.

Step 1

Season with AJI-NO-MOTO® to **ENHANCE** deliciousness of a dish

Step 2

Add just adequate salt/other seasonings to **REDUCE** up to 40% of sodium intake

Two simple steps to prepare delicious and low sodium/salt meals.