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AJINOMOTO (M) BERHAD SUPPORTS LOCAL FOOD BUSINESSES IN DIGITALISATION THROUGH FOOD BIZ PARTNER

TO be in line with the current trends in digitalisation, most local food businesses are utilising digital platforms to reach more customers. As part of the Ajinomoto Group Creating Shared Value (ASV) initiative, Ajinomoto (M) Berhad (AMB) has recently launched Ajino-

moto Food Biz Partner website which aims to support local food businesses to further explore new opportunities in the digital atmosphere.

The website is specially created to support local food businesses by providing valuable information and business tips from professional chefs, sharing knowledge on digital business through Biz Talk, and sharing a variety of recipes through Biz Recipe. Besides that, it also provides a convenient platform for customers to purchase AMB's food service quality products and access customer support 24/7, all available at the tip of their fingers.

AMB hopes that this ASV initiative will be able to support the local food businesses by assisting them in reaching more potential customers to experience their delicious foods and continue to "Eat Well, Live Well". For more information, please visit www.ajinomotofoodbizpartner.com.my