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MALAYSIA

Ajinomoto promotes 'Eat Healthy, Live Active' at NMM 2023

By ADLIN SAHIMI
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AMB offered a variety of interactive games, videos, and educational materials at their booth at the Nutrition Month Malaysia 2023.

SHAH ALAM - Ajinomoto (M) Berhad (AMB) continues its unwavering initiative to increase awareness of 'Eat Healthy, Live Active' lifestyle at the Nutrition Month Malaysia (NMM) 2023.

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This year marked the fifth year of AMB's involvement in the NMM as the main sponsor, with the event being held at Sunway Velocity Mall earlier this week.



In a statement, AMB said throughout the event, it aimed to educate the public on living a healthier lifestyle by promoting the reduction of salt usage by using AJI-NO-MOTO® Umami seasoning.

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"This product is capable of reducing sodium intake by up to 40% while maintaining the deliciousness of dishes," the statement read.

With exercise complementary to healthy dietary practices, AMB also promoted their sports drink formulated with Branched Chain Amino Acids (BCAAs) to improve exercise performance, strengthen muscle endurance, boost muscle recovery, and reduce muscle fatigue.

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Aside from that, AMB also offered a variety of interactive games, videos, and educational materials at their booth during the event.