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sajian yang lebih berkhasiat...

AJI-NO-MOTO PROMOTES VEGETABLES AND PROTEIN INTAKE VIA NEW CHARACTER "PAK AJI"

Aji
 AJINOMOTO.



Healthy dietary habits are crucial to prevent diseases and to remain healthy. However, majority of Malaysians do not consume sufficient vegetables despite the health benefits.

Ajinomoto (Malaysia) Berhad (AMB) has unveiled a new video that introduces a new character called "Pak Aji", who symbolises the AJI-NO-MOTO product brand. In the fun and interesting video, "Pak Aji" inspires mothers to cook simple and fast yet nutritious and delicious "Campur, Campur, Siap!" vegetable dishes.

"Pak Aji" serves as an excellent assistant to mothers as he can be relied on to make dishes extra delicious.

In the video, "Pak Aji", together with a smart and

sporting mother, is seen cooking "Mixed Vegetables with Pumpkin", to which he adds chicken, a key source of protein. This attracts children's attention and spur their interest to eat more vegetables as they look appealing and taste delicious.

Apart from being a good cook who enhances the taste of food, "Pak Aji" is also a fun and energetic character who motivates children to learn to prepare healthy dishes with their parents.

Bonding between family members is strengthened while healthy eating habits are cultivated, thanks to the smart cooking approach of "Pak Aji".

