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MUM'S HOME-COOKED MEALS WITH 'RASA SIFU' PROMOTES WELLBEING OF FAMILY



MOTHERS play an important role in families. Working mothers face challenges in cooking for the whole family due to time constraint, picky eaters (especially children) and lack of cooking experience.

Ajinomoto (Malaysia) Berhad (AMB) has introduced a new all-in-one seasoning called 'Rasa Sifu', which provides 'wok' taste and 'oyster sweetness' through smart cooking to address the problem faced by mothers.

Mothers are empowered to cook with confidence, and enhance the taste buds and nutrition of their entire family.

Action speaks louder than words. AMB has been conducting the Ronda Roda 'Rasa Sifu' roadshow from February to April 2020 in Klang Valley and the southern region of the peninsula. The location details are available on MyAjinomoto Facebook page and Ajinomoto website.

Lots of activities are held during the Ronda Roda 'Rasa Sifu' roadshow. Participants can take part in the Wok Toss Challenge and stand a chance to win a WOK TEFAL worth RM245. They need to take a 'video' or 'boomerang', and upload it to Facebook or Instagram accompanied by three hashtags – #RasaSifu, #RondaRodaSifu #SifuWokToss. The winner will be announced on MyAjinomoto Facebook page.

Ajinomoto hopes that the 'Ronda Roda 'Rasa Sifu' roadshow will help young housewives to cook simple yet flavourful dishes and encourage their children to consume more vegetables in line with The Ajinomoto Group Creating Shared Value (ASV).

*The Ajinomoto Group Creating Shared Value (ASV): The efforts linked to the creation of economic value and growth by contributing to the resolution of social issues in the areas of healthy living, global sustainability and food resources through the businesses of Ajinomoto Group since its establishment.