



"CAMPUR, CAMPUR, SIAP!" SMART COOKING PROMOTES VEGETABLES INTAKE THROUGH NUTRITION MONTH MALAYSIA 2019

In conjunction with Nutrition Month Malaysia 2019 (NMM), Ajinomoto (Malaysia) Berhad continues the initiative to further enhance "Campur, Campur, Siap!" smart cooking method that promotes more vegetable intake among Malaysians.

"**C**ampur, Campur, Siap!" emphasises simple, fast, delicious and nutritious cooking which encourages people to consistently meet the needs of taking healthy balanced diet. The practicality of "Campur, Campur, Siap!" concept to promote sufficient vegetable intake is elevated through Suku-Suku Separuh[®] Healthy Plate that was introduced by The Ministry of Health since December 2016.

As one of the main sponsors of NMM, Ajinomoto company

offered a variety of interesting activities in Food Fit Fun Fair, including "Campur, Campur, Siap!" Parent-Child Fun Cooking, Umami Information Sharing, Cooking Demonstration of "Sayur Labu Campur", Wet Sampling, Watch & Win and Fun Quiz. The activities successfully increased the awareness of healthy eating among family members and managed to strengthen their bonding.

Besides, the joint effort between NMM Committee and Ajinomoto Company, it

has delightfully published a colourful informative children booklet named "Saya Suka Sayur-Sayuran". It is useful to educate children to appreciate vegetables through interesting stories about the process from farm to dining table. The inspiring story encourage kids to take sufficient vegetables daily.

Adhering to *The Ajinomoto Group Creating Shared Value (ASV) towards addressing social needs, "CAMPUR, CAMPUR, SIAP!" smart cooking aims to inculcate

the habit of consuming more vegetables among Malaysians for better health through a balanced diet.

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