

Media: The Star  
Date: 19 Mar 2021

## Plenty of meal ideas for all with company's revamped recipe page

HOME cooking has become a new norm for most families, following the Covid-19 pandemic.

Though cooking is an enjoyable activity for some, the fun stops once everyone runs out of ideas to satisfy the appetite of their loved ones.

Due to this, Ajinomoto Malaysia felt the need to support homemakers and working parents in their daily challenges of preparing meals for their families.

Thus, it has revamped the recipe page on its website to make it more user-friendly and filled with exciting ideas.

In the refined recipe page, new key features have been introduced to enhance user experience, such as a more efficient and focused recipe categorisation method as well as informative nutrition tips.

The new recipe categorisation method was developed with the intention of helping the public find their desired recipes conveniently.

The "Special for You" category was introduced in the improved recipe page to fulfil the specific requirements of more niche groups, namely Kids, Golden Age Group/Reduced Sodium Diet and Active Individuals.

Exploring the recipe page will be more exciting than ever as people

will be able to discover new recipes that suit their specific needs and wants.

Since "we are what we eat", Ajinomoto has collaborated with senior nutritionists to produce recipes for active individuals that include health tips and nutrition information for balanced set meals that follow three different levels of intensity (low, moderate and high).

The reduced sodium recipes featured on the website will not only benefit the golden age group, but the entire family too.

The use of Ajinomoto's signature *umami* seasoning (MSG) in cooking is capable of reducing high salt/

sodium intake while maintaining the deliciousness of each dish.

The recipes for children are also nutritious, on top of being appetising and visually appealing.

For parents, this may be a dream

come true as feeding their children will certainly take less effort.

With over 200 interesting recipes, there is a dish for everyone that can be tried and tested by visiting [www.ajinomoto.com.my/recipes](http://www.ajinomoto.com.my/recipes)



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