

Media: New Sunday Times

Date: 21 Mar 2021

Hundreds of Recipes in User-Friendly Website



Home-cooking has become a new norm for most families, following the Covid-19 outbreak from last year. Though cooking is an enjoyable activity, the fun stops once everyone runs out of ideas to satisfy the appetites of their loved ones. Due to this, Ajinomoto Malaysia felt the need to further support homemakers and working parents in their daily challenge of preparing meals for their families. Thus, Ajinomoto Malaysia has taken the initiative to revamp the recipe page on their website to make it more user-friendly and include more exciting recipes.

In the revamped recipe page, Ajinomoto has introduced new key features 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 in finding their desired recipes conveniently.

The 'Special for You' category is 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 (MSC) in cooking is capable of reducing high salt/sodium intake while maintaining the deliciousness of each dish. Not only those, the recipes for kids are also highly nutritious, on top of being appetising and visually appealing. For mothers, this might be a dream come true as feeding their fussy toddlers with nutritious meals will certainly take less effort from now on!

Ajinomoto believes that incorporating Umami taste in dishes will certainly reduce the stress of homemakers and parents when cooking at home, whereas their families would be blessed with tasty and nutritious meals that can help boost their immune systems and overall health. With over 200 interesting recipes, there is a dish for everyone that can be tried and tested by simply visiting <https://www.ajinomoto.com.my/recipes>. This initiative is a part of the Ajinomoto Group Creating Shared Value (ASV) to encourage the general public to 'Eat Well, Live Well' with Ajinomoto.

| S. Calories | 1075 kcal |
|-----------------|-----------|
| S. Carbohydrate | 70 g |
| S. Protein | 66 g |
| S. Fat | 7 g |
| S. Sodium | 108 mg |

| S. Calories | 615 kcal |
|-----------------|----------|
| S. Carbohydrate | 108.7 g |
| S. Protein | 20.9 g |
| S. Fat | 30.4 g |