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Datuk Onn Hafiz visited aminoVITAL Booth.

CYCLISTS BENEFIT FROM AMINOVITAL

AJINOMOTO (M) Berhad (AMB) took the initiative to spread the benefit of aminoVITAL apple jelly-flavoured drink with amino acids, the number one brand in Japan by sponsoring L'Étape Malaysia by Tour de France.

This served as part of the Ajinomoto Group Creating Shared Value (ASV) in promoting health and wellbeing of active individuals. The event was flagged off by Chief Minister of Johor, Datuk Onn Hafiz Datuk Ghazi on June 4, 2022 at Desaru Coast, Johor with 4,700 cyclists.

AMB welcomed the chief minister at the aminoVITAL® booth which was equipped with the involvement of Ajinomoto Co. in international sports events such as Olympics 2020 and 31st SEA Games in Vietnam as well as sports nutrition information on Branched-Chain Amino Acids

(BCAAs).

BCAAs is suitable for sports endurance to improve exercise performance, strengthen muscle endurance, help in muscle recovery, and reduce muscle fatigue. Interactive activities were also carried out to enhance their knowledge of sports nutrition information.

Throughout the cycling event, the participants were provided with aminoVITAL at the water station to give energy and experience the benefit of BCAAs.

At the aminoVITAL booth, AMB also conducted a promotion during the event for the cyclists to grab the product at a special price including some freebies.

AMB hopes through this ASV initiative, it is able to support active individuals for better recovery by "Healthy Eating, Active Living".