

Eat Well, Live Well.



**FOR IMMEDIATE RELEASE**

## **Ajinomoto (Malaysia) Berhad Sponsors National Athletes in Preparation for SEA Games 2021 through Its Winning Meals “Kachimeshi” Program**

*Through this sponsorship, Ajinomoto (M) Berhad aims to educate athletes and active individuals about proper nutrition and meal supplementation.*

**KUALA LUMPUR, 21 April 2022** – Ajinomoto (Malaysia) Berhad (AMB) has sponsored three national athletes in preparation for the upcoming 31<sup>st</sup> Southeast Asian Games (SEA Games) to be held in Vietnam in May 2022. With Ajinomoto Co., Inc being the main sponsor of one of Southeast Asia’s largest sporting events, the company continues to champion its ASEAN Victory Project®<sup>1</sup>, where it supports the conditioning of top-level athletes and conducts nutritional support activities by promoting its Winning Meals “Kachimeshi”<sup>2</sup> program as well as utilizing the power of amino acids through its aminoVITAL®.

“We are grateful to AMB for extending their support by providing comprehensive and well-tailored nutritious meals for our athletes. To an athlete, food is the primary fuel on which the body runs, hence it has a strong effect on their energy levels. That said, providing the right kind of fuel will help them with maintaining their energy levels, aid with swift recovery as athletes are prone to injuries during their training, and maintain

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<sup>1</sup> In 2018, AJINOMOTO (SINGAPORE) PRIVATE LIMITED began supporting the Singapore Swimming Association, PT AJINOMOTO INDONESIA began supporting an individual Indonesian swimmer, and AJINOMOTO CO., (THAILAND) LTD. began supporting the Thailand Volleyball Association. In 2019, AJINOMOTO PHILIPPINES CORPORATION began supporting an individual karate athlete, and Ajinomoto (Malaysia) Berhad began supporting Bukit Jalil Sports School, the national sports school. In 2020, AJINOMOTO CO., (THAILAND) LTD. began supporting the Badminton Association of Thailand, and in 2021, AJINOMOTO VIETNAM CO., LTD. began supporting Saigon FC, a professional football team.

<sup>2</sup> Ajinomoto Co.’s nutrition program for improving the nutritional environment of athletes

optimal bone health, muscle strength, and weight. As a coach, I believe to be standing on the podium, you first need to have a winning plate,” said Coach Mohd Mansahar Abdul Jalil.

The three national athletes namely high jumper **Nauraj Singh Randhawa** (30 years old), heptathlete **Norliyana Kamaruddin** (31 years old), and discus thrower **Queenie Ting Kung Ni** (25 years old) took part in the Winning Meals “Kachimeshi” program from 8<sup>th</sup> till 13<sup>th</sup> April 2022. Throughout the course, the athletes were served a well-balanced diet that was specially curated by sports nutritionists to meet the athletes’ needs and training targets. In addition, the athletes’ diet was incorporated with AMB’s aminoVITAL® which is formulated with Branched Chain Amino Acids (BCAAs) to ease recovery, improve endurance by regulating blood sugar levels, and build lean muscles<sup>3</sup>.

“Ajinomoto Co’s commitment towards promoting health and well-being of the community is part of our Ajinomoto Group Creating Shared Value (ASV) initiatives<sup>4</sup>. This is in line with our mission of becoming a solution-providing group of companies for food and health issues. Stemming from our ASEAN Victory Project® which began in 2013, it has enabled us to utilize our expertise to drive forth the advancement of food and health, particularly in sports nutrition. Throughout the years, the company has been progressively supporting various athletes in Japan, the Philippines, Indonesia, Vietnam, and Singapore as well as contributing to the success of securing Olympic and SEA Games medals,” said Mr. Tomoharu Abe, Managing Director/Chief Executive Officer of Ajinomoto (Malaysia) Berhad.

In 2019, AMB collaborated with the Ministry of Education Malaysia and Bukit Jalil Sports School, the national sports school on the “Sports Nutrition Awareness Project”

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<sup>3</sup> Support activities including guidance on sports nutrition and amino acid conditioning for top-level athletes at international tournaments.

<sup>4</sup> The Ajinomoto Group Creating Shared Value (ASV) represents the Ajinomoto Group’s unchanging commitment, to realize greater wellness for people around the world by contributing to “Eat Well, Live Well”. ASV aims at resolving social issues that related to global sustainability, food resources and health & well-being, leading to the creation of economic values. Its success lies in creating values together with local communities and wider society.

as part of the ASV's initiatives in the field of sports nutrition following AMB's involvement in the 29<sup>th</sup> SEA Games Kuala Lumpur in 2017 as a Platinum Sponsor.

"This year, we are proud to be supporting our Malaysian athletes as preparation for vying for their winning spots in the prestigious SEA Games. The Malaysian sporting scene is progressive and capable of churning out high-performing world-class athletes. Through the integration of nutrition and sports, we hope Nauraj Singh, Norliyana, and Queenie Ting will unleash their fullest potential and make Malaysia proud," added Abe.

As part of highlighting the Winning Meals "Kachimeshi®" program and aminoVITAL® throughout this period, AMB will also be running a series of educational both informative and interactive content to target active Malaysians about the importance of nutrition in supporting their active lifestyle. Be sure to follow Ajinomoto Malaysia's social media pages @myajinomoto on [Facebook](#), [Instagram](#), [Twitter](#), [LinkedIn](#), and [YouTube](#) as well as @aminoVITAL® on [Facebook](#).

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### **About Ajinomoto (Malaysia) Berhad (AMB)**

Ajinomoto (Malaysia) Berhad (AMB) started its business operations in 1961, as one of the very first Japanese companies in Malaysia. It is part of the Ajinomoto Group, a global manufacturer of high-quality food and seasoning products, started with Umami Seasoning *AJI-NO-MOTO*® which was first discovered and produced more than 100 years ago in Japan.

Today, AMB has a range of retail products under the brand names of *AJI-NO-MOTO*®, *Rasa Sifu*™, *SERI-AJI*®, *AJI-SHIO*®, *TUMIX*®, *aminoVITAL*®, *PAL SWEET*®, etc., as well as industrial products for both local and export markets.

AMB has since grown into a dynamic and responsible food and seasoning manufacturer, that is trusted by Malaysians for decades. In the future, AMB aims to be a "Global Customer-Centric Halal Food Company" to resolve People's Food and Health Issues through Our Specialties and Innovative Solutions. For more info, visit: <https://www.ajinomoto.com.my/>

**Issued by Ajinomoto Malaysia Berhad**

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