THE MARKET
Malaysia is a melting pot of cultures united in their love for food. The diversity has made Malaysia a gastronomical paradise.

Rapid urbanisation however, has forced most Malaysians to adopt different dietary habits. Less time to prepare home cooked food means the modern diet is often lacking in important food components.

This ever-changing environment presents opportunities for food producers like MAGGI® to rise and meet the needs of Malaysian consumers for tasty and balanced meal solutions.

MAGGI®’s mission is to bring back the charm and wonders of cooking by offering a wide range of products to meet various lifestyle needs.

MAGGI® has positioned itself as the leading culinary expert in Malaysia, enabling it to enter the homes and hearts of every Malaysian. MAGGI® is dedicated towards the vision of 1Malaysia, uniting a nation by offering convenient, balanced, tasty meals and championing the wondrous moments created around food. All MAGGI® products locally produced in Malaysia are halal.

Over time, MAGGI® has greatly extended its product range. So much so, when consumers order ‘Mee Goreng’ at mamak stalls, the dish they get today is made from MAGGI® 2-Minute Noodles. Its brand colours, the red bubble on the yellow background, is recognised throughout the country as a stamp of quality and mark of assurance.

MAGGI®’s reputation is also strongly endorsed by chefs, its range of sauces and liquid stocks widely used in leading hotels and restaurants in Malaysia. MAGGI® also works closely with the Ministry of Education to develop young talents and enhance the home science programme taught at national secondary schools. MAGGI® also recently hosted a reality television cooking competition, MAGGI® Mencari Bintang, to help foster the art of cooking in aspiring chefs.

ACHIEVEMENTS
MAGGI® is a household name in Malaysia. It is so ingrained in local culture that most recognise it as a Malaysian brand. Almost 90 percent of households have at least one MAGGI® product in their kitchen cupboard. In the instant noodles segment, the market share for MAGGI® Mee Curry alone is bigger than the next two competitors combined.

Over the years, the brand has amassed numerous accolades for their marketing efforts: The illustrious Gold award in the Effie Award, awarded to breakthrough marketing campaigns based on true performance in the marketplace, and Silver and Bronze in the MSA Awards.

HISTORY
MAGGI® is an integral part of every Malaysian’s culinary journey. Many can still remember the MAGGI® 2-Minute Noodles commercial years ago that depicted two school children dashing home to enjoy a plate of scrumptious MAGGI® noodles. The MAGGI® jingle ‘Fast to cook, good to eat’ is still embedded deep in the minds of consumers.

The first locally produced products in Malaysia were MAGGI® Tomato Ketchup and Chilli Sauce in 1969. This was followed by the popular MAGGI® 2-Minute Noodles two years later. Today, these products are strong market leaders in their respective categories.

THE PRODUCT
The extensive MAGGI® range includes MAGGI® Noodles, Recipe Mixes, Stocks, Dipping Sauces and Cooking Sauces. Since launching the 2-Minute Noodles, MAGGI® has introduced various popular local flavours and extended its range to Mee Goreng, MAGGI® MINI Noodles, Cup and Bowl noodles. Their latest offering is MAGGI® TASTYLite Noodles - a product with an improved air-dried technology to reduce fat content in the noodle cake, yet maintains the fried taste that everyone loves. Its seasoning flavour is tasty even without added MSG.

The MAGGI® Recipe Mixes are made up of the MAGGI® ‘Hari-Hari Favourites’. The range makes it possible for busy adults to cook up mouth-watering feasts of timeless culinary classics. The newly launched ‘Hari-Hari Favourites’ Pastes is another tantalising offering from the brand.

Within the Cooking Aid category, MAGGI® serves up products that go beyond ‘basic flavours’ to offer innovations like CukupRasa. Nasi Goreng “wok taste”, Oyster Sauce, Tomato and Chilli Sauces. CukupRasaian all-in-one granulated seasoning that balances salt, flavour enhancer, onions and garlic in every pinch. The all purpose CukupRasa can be used in a myriad of ways around the kitchen - from marinating and seasoning chicken or fish to stir-frying vegetables or cooking up curry dishes.

RECENT DEVELOPMENTS
Recognising the demands for more ‘tasty and balanced’ dishes, MAGGI® recently launched its TASTYLite range of noodles. 100 percent steam-cooked and baked, it allows noodle lovers to
enjoy the same fried taste they love without any of the guilt. This will be followed by TASTYLite whole wheat noodles.

The launch of the new look Xtra Delicious Cup and Bowl Noodles marked MAGGI’s foray into the premium noodles segment. The range offers a new set of popular regional flavours and generous garnishing to cater to the premium noodle lover.

The new range of MAGGI® “Hari-Hari Favourites” in paste form sports a modern design, and features popular everyday favourites like Sambal Tumis, Asam Pedas and Rendang to complement its established classics. The range of flavours lets households add even more delicious possibilities to everyday meals.

**PROMOTION Consumer Communication**

MAGGI® has just launched the new “Making Food Do Wonders” communication campaign. As part of the activation plan, it also launched the MAGGI® Mee My Way campaign, paying tribute to those who have found the secret ingredient in making a simple noodle meal something special. It allows MAGGI® Mee lovers to express themselves in unique ways to make the noodle dish more balanced. The campaign was supported by a nationwide contest that invited MAGGI® Mee lovers to submit photos or videos that depicted the ways each individual prepared instant noodles.

To kick off the Making Food Do Wonders campaign, MAGGI® launched a 5-minute cooking serial over television to inspire home cooking. Cooking at home is the best time to transmit not only healthy eating habits to the younger generation, but also transmit strong values and life lessons. The family discussions, slower pace and commitment to share meals at the table all contribute to a longer-term acceptance of healthy food and life habits. MAGGI® believes that families that eat together; stay together.

Hosted by Dato’ Khadijah Ibrahim, the programme not only romances the consumer with food but puts the wonders of cooking back into sharp perspective. Every episode covers a specific Wonder like “Food is inspiration” or “Food is love.” It shows how one can fulfil both personal and family needs in smart and convenient ways.

**BRAND VALUES**

More and more people have less time to cook, let alone enjoy it. With abundant hawker stalls and restaurants readily available, eating out is an easy solution. MAGGI®’s mission is to bring back the joy of cooking into Malaysian homes. In doing so, it brings back the wonders of food: How food slows things down, nourishes the soul, heals, is love, inspires, stirs memories, speaks, celebrates, unites and gives peace of mind.

MAGGI® also occupies a major role in helping consumers adopt balanced eating habits for themselves and for their loved ones. While everyone has beliefs about what to eat and what not to eat, they often face contradictory forces that prevent them from reaching a desired balance. By making balanced food enjoyable, MAGGI® believes that its consumers can improve their eating habits and adopt healthier lifestyles. It is about challenging products to increase the goodness in it and to reduce the bad. It is also about emphasising the point that nutrition can also be delivered by knowing the best ingredients and dishes to complement MAGGI® products.

**THINGS YOU DIDN’T KNOW ABOUT MAGGI®**

- The first two flavours of MAGGI® 2-Minute Noodles launched in Malaysia were Curry and Chicken. These two flavours are still the most popular today.
- Malaysians consume more than 1.3 million packs of MAGGI® Noodles every day.