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 meet various lifestyle needs. MAGGI® has positioned itself as the leading wide range of products to meet various lifestyle needs.

Over the years, the brand has amassed numerous accolades for its 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. MAGGI® also recently hosted a reality television cooking competition, MAGGI® Mencari Bintang, supported by a nationwide contest that invited MAGGI® 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 to 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 inspirational’ or ‘Food is love’. It shows how one can fulfil both personal and family responsibilities in a smart and convenient way.

BRAND VALUES
More and more people have less time to cook, yet 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, it often faces 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.

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 feats of timeless culinary classics. The newly launched ‘Hari-Hari Favourites’ Pastes is another tantalising offering from the brand.

Among the very first two flavours of MAGGI® 2-Minute Noodles commercialised in 1969. This was followed by the popular MAGGI®’s Minute Noodles two years later. Today, these products are strong market leaders in their respective categories.