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Jasmine Food Corporation encourages Malaysian to explore rice in healthy diets

16 July 2021 | News

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Launches a challenge to Malaysians to live a healthy lifestyle

Jasmine Food Corporation Sdn Bhd (Jasmine), Malaysiaâ??s leading rice brand, is encouraging Malaysians to participate in the #JasmineStayFit Challenge and share their journey towards a healthier lifestyle.

More than food and exercise, a healthy lifestyle is all about eating a well-balanced diet, achieved by consuming healthier products such as Jasmine SunBrown Brown Rice and PusaCream Basmathi Rice.

An international study presented at the 2019 European Congress on Obesity however indicated that obesity was substantially lower in countries with high rice consumption. Professor Tomoko Imai of Doshisha Womenâ??s College of Liberal Arts, Kyoto, Japan, researched and stated that the fibre, nutrients and plant compounds found in whole grains enhanced the sensation of satiety, preventing overeating.

Jasmine SunBrown, a locally grown and produced brown rice, is a popular option among Malaysians. Brown rice, with a substantially higher amount of nutrients such as fibre, vitamins B1, B3, B6, manganese and iron, has an excellent impact on health when consumed as part of a nutritionally balanced diet while preventing chronic diseases, according to research.

Catering to consumers that prefer Basmathi rice, the Jasmine PusaCream offers a healthy parboiled basmathi rice option, rich in natural minerals and vitamins. The specially selected basmathi, grown in the Himalaya Punjab, India, contains less carbohydrate and fat and has a low Glycemic Index Score, indicating longer periods for the rice to increase blood glucose levels. The rice is also cholesterol- and gluten-free, making it ideal for everyday consumption.