

MAGGI celebrates Malaysia from farm to families

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For more than five decades, MAGGI has held a special place in the lives of Malaysians. Since 1969, iconic favourites such as the Chilli Sauce and MAGGI 2-Minute Noodles have seamlessly woven themselves into countless homes, becoming an integral part of significant good-food moments. The deep affection for MAGGI has led the brand to be present in 9 out of 10 households. This is a testament to how MAGGI has become the favourite brand to express love and that special touch through cooking - 'Air tangan', that personal touch infused in every meal.

In a celebratory event, MAGGI brought to life the very essence of 'cita rasa' Malaysia through the 'air tangan' of Malaysians. Four passionate foodies proudly showcased their 'air tangan' through delicious creations using a wide variety of MAGGI products. Among the highlights are, the classic duo, Ayam Masak Merah with Nasi Tomato creatively prepared with a healthy twist; as well as the transformation of a humble packet of MAGGI Asam Laksa Noodles into an authentic Sabahan dish by incorporating a local ingredient, jeruk tuhan.

"We are so proud of all the many generations of Malaysians that have built MAGGI. From the dedicated Nestlé® Chili Club farmers in the East Coast region to our talented chefs, hardworking colleagues in factories, sales representatives, merchandisers and the entire commercial team, who represent the best of this 'cita rasa' Malaysia which we hold so dear to our hearts. This is how we are able to consistently deliver products that meet the high expectations of Malaysians with trust and love," said Juan Aranols, CEO of Nestlé® (Malaysia) Berhad.

"We are truly humbled to be a household name in Malaysia. MAGGI has created many warm and memorable moments for Malaysians across all walks of life, through products that deliver the distinctive taste we love. This very taste is the pride of the MAGGI brand as it is crafted by the 'air tangan' of Malaysians. They are the ones who lovingly prepare meals with their own personal touch, which we deeply appreciate. Be it a simple MAGGI Kari telur pecah for a loved one or a festive Nasi Briyani Ayam that brings the family together, all while creating cherished memories. This is what makes MAGGI a truly Malaysian brand, made by Malaysians, for Malaysians," added Ivy Tan, Business Executive Officer of MAGGI, Nestlé® (Malaysia) Berhad.