

Elovi renames to Morinaga Nutritional Foods Vietnam

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Elovi, a group company of Morinaga Milk Industry (Japan), announces a significant transformation. In a strategic move to further enhance its mission and align with global standards of excellence, Elovi unveils its new identity as Morinaga Nutritional Foods Vietnam (MNFV), commencing March 25th 2024.

In a pivotal move to further solidify its commitment, Elovi became a member of Morinaga Milk Group, one of the leading companies in the dairy and nutrition industry in Japan with a legacy spanning over a century. With this acquisition, Elovi now joins Morinaga Milk's esteemed network of subsidiaries globally, further strengthening its position as a key player in the industry. Now operating under the banner of Morinaga Nutritional Foods Vietnam (MNFV), the company remains dedicated to developing business through products catering to customers of various ages with the overarching goal of enhancing wellness and happiness.

Morinaga Milk Group has been exporting formula milk to Vietnam since 2010, and the addition of MNFV, a local manufacturer of beverages and yoghurt, to its group represents its commitment to contribute more to the Vietnamese market. Leveraging Morinaga's extensive experience, leading technology, and proven track record of delivering high-quality products in Japan, MNFV is poised to make a substantial impact on the Vietnamese market and pioneer innovations.

Chihaya Takashi, General Director of Morinaga Nutritional Foods Vietnam, emphasised the company's commitment, stating, "We are excited to embark on this transformative journey. Our mission is clear, to contribute to "Wellness" through offering both "nutrition & deliciousness" by utilising the advanced technology cultivated in Japan for over 100 years. Together, we aim to illuminate even brighter smiles and wellness across Vietnam."