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Ajinomoto launches New Brand Atlr.72 to start a green food business in Singapore

08 August 2024 | News

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Ajinomoto Co. will embark on a new food business starting from Singapore, with the launch of the new brand Atlr.72â?¢ (Atelier Seven Two) proposes new food lifestyles that incorporate the blessings and beauty of nature in everyday eating occasions while actively utilising environmentally-conscious ingredients (plant-based, cell-based, microbial-based, etc.) through its Green Food business. The first phase of the launch will be a limited-period sale of mooncakes using the air-based protein Solein at Takashimaya in Singapore.

The concept of Atlr.72â?¢ is based on the 72 microseasons3 of the traditional Japanese calendar. In ancient times, people sensed the subtle changing of the seasons from the appearance of birds, insects, plants, and the weather, which provided them with daily pleasures. By incorporating the blessings and beauty of nature that introduce more colour to our lives to develop environmentally conscious products based on this brand, Ajinomoto Co. aims to propose new food lifestyles that nurture the deep reverence for nature among today's consumers. In the hope of building stronger bonds between people and nature for the sake of their loved ones and the generations of tomorrow, the company will disseminate information through SNS, etc. together with product development, targeting couples in their 30s to 40s bringing up children, and people of Generation Z who are deeply concerned about environmental issues and can communicate effectively.