

Starting right

> Milo Malaysia Breakfast Day launched for a healthier nation

CONSUMERS can look forward to the Malaysia Breakfast Day this May that is part of Milo's on-going campaign, "The Milo Breakfast Movement" being rolled out nationwide. The campaign - strengthening the brand's heritage of a nutritious meal starter for the day - calls upon all Malaysians to join in a mass pledge of adopting the breakfast habit for a healthier and better balanced lifestyle.

The campaign, since its beginning, has brought society closer to a stronger understanding of the importance of breakfast through numerous behavioral change-driven engagements across various platforms.

According to Nestlé Products Sdn Bhd, Dairy Business Unit executive director Ho Hau Chieh "Malaysia Breakfast Day is going to be the biggest breakfast event of the year and a climax to the series of initiatives carried throughout the campaign. The response received from the 2012 Milo Nutrition Movement campaign has been phenomenal as more and more Malaysians began to take action and joined us in our rally in reinforcing the breakfast message," he added.

Following the campaign's success last year, Milo's mission this year is to deepen the relevance of breakfast in our daily rituals and instill the habit of breakfast in every Malaysian home. Malaysia Breakfast Day will take place on the first Sunday of May annually.

"As the leader in the chocolate malt beverage category, it is our responsibility to not only inform consumers about the right nutrition to start their day right, but encourage actions towards the cause," says Ho. "Milo provides the right energy for Malaysians to take on their day and start the day right. Together with balanced food intake, Milo's Protomalt and Actigen-E are able to provide them with sustainable energy to last them through the day."

During the media launch on Tuesday special guest, chef Sabri Hassan, joined the bandwagon in helping Malaysians realise the importance of breakfast as part of their daily routines and demonstrated some simple yet nutritionally balanced breakfast recipes that could get us started on eating right in the mornings.

Nutritionist, Nurul Iliani Ahmad complemented the recipe demonstration with her expert insights on nutrition and the benefits of how an energy-packed breakfast can fire up the day of adults and children.

This year's Malaysia Breakfast Day will take place on May 5 at Universiti Putra Malaysia (UPM) and is open to the public. Admission will be free.

Apart from Milo giving away 20,000 free breakfast packs that Sunday morning, the public can also look forward to The Milo Breakfast Run, Milo's initiative to support participants who want to put into practice living a healthy lifestyle. Visitors can also look forward to a day of performances, exercises, games and some wellness health checks.

On top of this, during the event, Milo will lead a record-breaking attempt in the Guinness World Book of Records in serving "The most Chocolate Malt Beverages consumed in a Single Breakfast Sitting".

"We believe that actions speak louder than words," explained Ho. "The Guinness World Book of Records not only offers all of us an opportunity to "get together at breakfast" while attempting to break a world record, we aspire to unite Malaysians with a good cause and together as a nation, propel good changes such as making breakfast a daily routine! The benefits will be immense," he added.

Ho elaborated further that Malaysia Breakfast Day is not just confined to the grounds of UPM on May 5 but the movement can be supported from wherever we are.

Milo reached out to its tech-savvy audience through the company's informative new breakfast webpage, introducing users and online visitors to the campaign objectives and enlightening them with facts and tips for a healthier lifestyle.

As different people prefer different types of breakfast meals to cater to their dietary needs and lifestyle routines, Milo also dedicated a page to a variety of exciting breakfast ideas that are fast to do and easy to follow.

On-ground touch-points to reach out to all Malaysians around the nation are included through a series of on-ground themed events in Penang, Pahang, Johor, Klang Valley and Sabah, further inculcating breakfast eating habits through interactive activities and interesting games.

The Milo sampling vans are also scheduled to visit commercial offices and neighbourhood parks in March and April to give out nutritious breakfast treats.