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Japan's EloviÂ evolves by rebranding as Morinaga Nutritional Foods Vietnam (MNFV)

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Elovi, a group company of Morinaga Milk Industry (Japan) has rebranded as **Morinaga Nutritional Foods Vietnam (MNFV)** to align with global standards of excellence. Rebranding will deepen MNFVâ??sÂ connections in the Vietnamese market.

Elovi has become the member of Morinaga Milk Group, one of theÂ leading companyÂ in the dairy and nutrition industry inÂ JapanÂ with a legacy spanning over a century. With this acquisition, Elovi now joins Morinaga Milk's 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 toÂ VietnamÂ since 2010, and the addition of MNFV, a local manufacturer of beverages and yogurt contributing more to the Vietnamese market. Leveraging Morinaga's extensive experience, leading technology, and proven track record of delivering high-quality products inÂ 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, emphasized the company's commitment, stating, "Our mission is to contribute to "Wellness" through offering both "nutrition & deliciousness" by utilizing the advanced

technology cultivated inÂ JapanÂ for over 100 years. Together, we aim to illuminate even brighter smiles and wellness acrossÂ Vietnam."

MNFV's has stabilized with dedicated research, MNFV's R&D team analyzing the nutritional needs and health concerns of different age groups, habits, and cultural nuances. In 2022, MNFV established a Healthcare business team to distribute Morinaga Milk Industry Group's healthcare products fromÂ Japan, broadening access to a wider range of high-quality Japanese products for Vietnamese consumers. MNFV's sustainability initiatives aim to address emerging health challenges while ensuring a brighter and healthier future for all Vietnamese consumers. Aligned with this vision, MNFV has adopted the slogan "For Better Wellness," emphasizing not just physical health but also well-being of people.