

Continuing to Work with Athletes Twenty Years of Victory Project®

The Ajinomoto Group's aspiration (Purpose) is contributing to the well-being of all human beings, our society and our planet with "AminoScience." This year marks the 20th anniversary of the Victory Project®, one of the Group's unique activities based on its thorough knowledge of how amino acids work.

The Victory Project® was launched in 2003 as a joint project with the Japanese Olympic Committee (JOC) to improve international competitiveness and increase Japan's medal count. We have provided nutrition support using "AminoScience" to many top athletes and the Japanese national team, TEAM JAPAN, and contributed to the maintenance and improvement of their conditioning.

In particular, the JOC G-Road Station, a spot jointly operated with the JOC that began at Rio 2016 to provide Japanese light meals, has become one of the Victory Project's signature activities for on-site nutritional support at the Games.

In 2016, the Victory Project® was also launched with the Japanese Paralympic Committee (JPC), and since 2017, it has been launched in Brazil, and ASEAN countries, such as Thailand, and it is being expanded to other countries, too.

Furthermore, *Kachimeshi*®, a nutrition program originating from the Victory Project® has contributed to the well-being of people around the world by providing information to consumers and offering meals at sporting events to encourage people to incorporate nutritionally balanced meals into their daily diet.

See how the Victory Project® uses the Ajinomoto Group's amino acids and food products to support the conditioning of athletes and help them achieve their aspirations.

↓Please click on the image below to move to the video.



VICTORY PROJECT®

Reference

AJINOMOTO×SPORTS official site: <https://www.ajinomoto.co.jp/sports/>

The Ajinomoto Group will contribute to the well-being of all human beings, our society and our planet with “AminoScience” based on the corporate slogan “Eat Well, Live Well.” The Ajinomoto Group has offices in 36 countries and regions, and sells products in more than 130 countries and regions. In fiscal 2022, sales were 1.3591 trillion yen (10.0 billion U.S. dollars). To learn more, visit www.ajinomoto.com.

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