

Published: Friday August 7, 2015 MYT 12:00:00 AM

Updated: Friday August 7, 2015 MYT 7:59:08 AM

# Widening market for health drinks



GoodMorning Global Sdn Bhd advisor Tan Sri Dr Ting Chew Peh (seated, centre) witnessing the MoU signing between (seated from left) Lee, Lim, Chong and Teh.

Nutritional supplements company GoodMorning Global Sdn Bhd recently signed a memorandum of understanding to collaborate with Caring Pharmacy Retail Management Sdn Bhd, 99 Speedmart Sdn Bhd and Pinang Medical Supplies Sdn Bhd.

The agreement will see GoodMorning Global being distributed in Caring Pharmacy, 99 Speedmart and Pinang Medical Supplies outlets.

"This collaboration creates a platform to introduce our delicious grain-based nutrition drink and at the same time educate consumers on the benefits of grains through different channels," said GoodMorning Global founder and chief executive officer Datuk Lim Sin Boon.

The signing of the MoU also saw the launch of GoodMorning Vplus 18 Grains, GoodMorning's new grain-based drink.

"We are glad that we can introduce the product to our consumers and provide nutrition advice to the public," said Caring Pharmacy managing director Chong Yeow Siang.



The GoodMorning Vplus 18 Grains nutrition drink is now available at 99 Speedmart, Caring Pharmacy and Homecare Shop nationwide.

A team of nutritionists from GoodMorning Global will spread the word about proper nutrition with Caring pharmacists while in Caring Pharmacies.

GoodMorning Global will also be participating a corporate social responsibility campaign as Caring Pharmacy's partner.

RM2 will be donated to St John Ambulans Malaysia (Pantai Selangor) Dialysis Centre for each can of GoodMorning Vplus 18 Grains sold.

Pinang Medical Supplies, which owns Homecare Shop, believes that through education, more people will know the meaning of prevention and improve their health by choosing whole grain meals.

"Some of our customers suffer health issues due to poor eating habits," said founder and chief executive officer of Homecare Shop Teh Teong Ei.

Meanwhile, 99 Speedmart managing director Lee Thiam Wah said they were confident that their fast growing sales network could help promote the product.

"This product can be recommended to anyone as it is halal certified.

"At the moment, the product is the only grain product available at our mini markets," he said.