

Flavor Seasoning that Contributes to the Rich Dietary Life of Nigerian Consumers
Ajinomoto Foods Nigeria Ltd.'s DeliDawa™

We would like to introduce you to DeliDawa™, a product of Ajinomoto Foods Nigeria Ltd.

Daddawa, a traditional fermented seasoning, is an essential part of the Nigerian diet. Daddawa is made by boiling locust beans, wrapping them in leaves, fermenting them, then grinding them into a paste and forming it into balls that are widely used in soups, stews, and other dishes. Using daddawa at home takes some time, keeping it sanitary is difficult, and it does not last long. DeliDawa™, a flavor seasoning, was developed to solve these issues. Since its launch in 2020, DeliDawa™ has been steadily accepted by Nigerian consumers as a hygienic and easy-to-use seasoning with the unique flavor that fermentation brings to daddawa. To meet this growing demand, a new factory started operation in August 2023.

Ajinomoto Foods Nigeria Ltd. aims to contribute to the health and happiness of all people in Nigeria and the West African region, and to a better life for future generations. Please take a look at the production and sales of DeliDawa™, which is expected to expand more and more in the future.

Also, DeliDawa™ is mentioned in the book *Chikyu Gyoshonin*, Global Peddlers—The Green Berets of Ajinomoto], by Mr. Ryo Kuroki (in Japanese only), in one of the episodes in which our group develops the global food market. Please read it if you would like to know more.

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



Reference

DeliDawa™ introduction: <https://story.ajinomoto.co.jp/history/001.html>

Chikyu Gyoshonin, Chuokoron-Shinsha (in Japanese only): <https://www.chuko.co.jp/tanko/2023/10/005698.html>

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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