

June 2, 2026

MORINAGA NUTRITIONAL FOODS VIETNAM INTRODUCES THE MORINAGA BRAND LOGO ACROSS ALL PACKAGING DESIGNS SPREADING THE “HAPPINESS WAVE”



Hanoi, April 16, 2026

Morinaga Nutritional Foods Vietnam Joint Stock Company (MNFV), a member of Morinaga Milk Group, has officially announced a redesign of the packaging for its entire product line, including ZinZin, Monu, Elovi, and Profes. This redesign prominently incorporates the Morinaga brand logo into the new packaging, marking a significant step in the company's brand strategy in the Vietnamese market. **A strategic move driven by the General Director's vision**

This transformation goes beyond a visual upgrade; it represents MNFV's commitment to product quality and bring to life its large-scale communication initiative, the “Happiness Wave.” Sharing his perspective on this plan, Mr. Kohara Shunsuke – General Director of MNFV, emphasized:

“We believe that every product delivered to consumers is not only a source of quality nutrition, but also a link that brings small moments of joy into everyday life. The integration of the M brand logo across ZinZin, Monu, Elovi, and Profes affirms our unified mission: to spread positive energy and build a healthier, happier community.”

Connecting brands through the “Happiness Wave” initiative

The “Happiness Wave” is one of Morinaga Vietnam's key campaigns, aiming to promote balance, optimism, and thoughtful care for every family member. Displaying the M brand logo on packaging clearly communicates that we stand behind the quality of every product we offer, creating an environment where consumers can choose with greater confidence. In addition, consumers can also experience the “wave” of care embedded in each product:

- **ZinZin:** Fresh, vibrant energy for children every day.
- **Monu:** Low-fat spoonable and drinkable yogurt, supporting a healthy lifestyle.
- **Elovi & Profes Yogurt:** Delicious spoonable yogurt for the whole family.

Packaging rollout roadmap

The packaging update will be implemented in phases to ensure a smooth transition across nationwide distribution channels:

- **Phase 1:** Update design and apply the M brand logo to new production batches of ZinZin, Monu, Elovi & Profes Yogurt.
- **Phase 2:** Expand implementation across ZinZin, Monu, Elovi & Profes Yogurt product lines.
- **Phase 3:** Complete the transition across all distribution channels, expected by Q3 2026.

During the transition period, both old and new packaging designs will coexist in the market. MNFV affirms that product quality, nutritional content, and pricing will remain unchanged, ensuring the best value and trust for customers.

We sincerely hope this new look will receive strong support from our partners and consumers, as we continue to create and spread “waves of happiness” across Vietnam.

Morinaga Nutritional Foods Vietnam : <https://morinaga-nf.com.vn/en/>