EASTERN & OREINTAL BERHAD (Company No. 555-K)





1. THE NEED FOR BETTER NUTRITION

Access to better nutrition is a fundamental component of overall health and well-being. Increasing awareness of environmental and health concerns has prompted a shift towards healthier eating habits and a growing demand for nutritious food options. This trend highlights the importance of not only enhancing access to healthy foods but also minimizing the environmental impact throughout the supply chain. Addressing these challenges is crucial for fostering a sustainable and health-conscious community.

As a premium hospitality provider, the growing trend towards healthy and nutritious options reflects our guests' diverse lifestyles and preferences. This shift in demand highlights the importance of providing a variety of wholesome food choices that cater to health-conscious travellers. By embracing this trend, we not only enhance the guest experience but also position ourselves as leaders in the hospitality industry, meeting the evolving expectations of our clientele and contributing to a healthier, more sustainable community.

2. E&O's COMMITMENT FOR BETTER NUTRITION

We are dedicated to enhancing access to better nutrition for all members of our community. Our commitment includes collaboration with local organizations, the implementation of educational programs, and the support of initiatives aimed at increasing the availability of nutritious food options.

Our commitment is strategically aligned with Malaysia's national plans to address nutritional deficiencies and tackle the rising prevalence of obesity. At E&O, our dedication to health and nutrition reflects our broader vision for a sustainable and health-conscious future. We believe that by prioritizing access to nutritious food, we can contribute meaningfully to the well-being of our community while also reducing the environmental impact of our operations.