

For Immediate Release

## Vitasoy Inspires Students with Plant-based Nutrition for Sustainable Living



HKSAR, China, 25 March 2024 – Vitasoy International Holdings Limited (“Vitasoy”) is committed to providing delicious and sustainable plant-based food and beverages. In the second half of 2023, Vitasoy kicked off its Nutrition Exploration Programme (the “Programme”) with more than 3,000 students and parents participating in a series of fun and educational activities to learn more about plant-based nutrition and sustainable living.

### **Engagement activities stimulate curiosity**

This year, the Programme was well-received, with a series of interactive activities promoting plant-based diets. The journey began with an online video quiz game, which drew approximately 1,100 responses. More than 60 students and their parents from the schools and organisations with the highest participation rates joined our chocolate latte art workshop for a fun dessert-making experience using plant-based milk.



**Photo 1:** This year, the Programme included parent-child plant-based chocolate latte art workshops for the first time in which 60 students and their parents used plant-based milk to make latte art for fun.

What's more, Vitasoy partnered with St. James' Settlement to promote plant-based diets to 120 students from six primary schools through gardening experiences and plant-based diet activities, including a STEM workshop for students to assemble their monitoring devices and use a mobile application to track the real-time status of the plant-growth environment.



**Photo 2:** Through gardening and classroom activities, students learned more about the health and environmental impact of plant-based diets.



**Photo 3:** STEM workshop – Students assembled monitoring devices and used a mobile application to monitor plant growth stages in real-time.

### **Be a little teacher to promote plant-based diets**

Participating students were encouraged to act as “little teachers” and shared their knowledge of plant-based nutrition and sustainable eating habits with more than 1,800 schoolmates, making a positive impact on the planet. One of the students said, “We can host plant-based parties at home for classmates to experience the fun, delicious, but simple plant-based food which all of us can make!”



**Photo 4:** Students promoted plant-based diets with schoolmates, making an impact that matters.

Download Photos: please click [here](#).



### About Vitasoy

Vitasoy International Holdings Limited is a leading manufacturer and distributor of plant-based food and beverages. Established in 1940 by the late Dr. Kwee-seong Lo in Hong Kong, China, the Company strives to promote sustainable plant-based nutrition through provision of a variety of high-quality products with Nutrition, Taste and Sustainability as the guidelines for its portfolio offerings. Currently, Vitasoy has operations in China, including Mainland China and Hong Kong Special Administrative Region, Australia, Singapore and the Philippines. Its products are available in about 40 markets worldwide.

Vitasoy is listed on the main board of the Hong Kong Stock Exchange (00345.HK) and included as a constituent of Morgan Stanley Capital International (MSCI) Hong Kong Small Cap Index, and the Hang Seng Stock Connect Hong Kong Index, among others.



Vitasoy website: [www.vitasoy.com](http://www.vitasoy.com)

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