

# **NUTRIENT CRITERIA HEALTHIER CHOICE LOGO (HCL) MALAYSIA**

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*Nutrition Division, Ministry of Health Malaysia*



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## 1.0 LOGO LABELING AND PRESENTATION

- The Logo must not be distorted, photographically or otherwise;
- The size of the Logo may vary according to the size of product packaging; **Minimum size is 15mm;**
- The Logo must not touch the brand name on the product to suggest that the product is generic;
- The Logo must not cover any essential information on the label;
- The Logo must always be reproduced in this format. No amendment is allowed;
- The HCL is the copyright of Ministry of Health Malaysia.
- Products submitted for HCL must have FOP energy button and comply to labelling regulations.

## 2.0 GUIDE TO THE SIZE OF HCL ON PRODUCT PACKAGING

- The preferred location of the HCL is in the front panel of the product packaging.
- There should not be more than two HCL printed on the single product label.
- The size of the HCL not exceeding 5% of the display surface area of the packaging or not less than 15mm in diameter or whichever is bigger.
- The display surface area is defined as the area of the face of product where the logo is placed.

## CEREALS

	Energy (serving)	Fat (100g)	Saturated Fat (100g)	Trans Fat (100g)	Sodium (100g)	Total sugars (100g)	Dietary Fibre (100g)	Whole grains (%)
<b>Instant Oats/ Oatmeal, Plain*</b>	-	-	-	-	No added Sodium	≤ 25 g	≥ 6g	100%
<b>Breakfast cereal (adult)*</b>	-	≤ 3g	-	-	≤ 400mg	≤ 25g	≥ 3g	≥ 25%
<b>Breakfast cereal (Children)*</b>	-	≤ 3g	-	-	≤ 400mg	≤ 30g	≥ 3g	≥ 25%
<b>Cereal Beverages (premix)*</b>	-	≤11g	-	-	≤ 632mg	≤42g	≥ 3g	-
<b>Dry Wheat Noodle*</b>	-	≤2g	-	-	≤ 180mg	-	≥ 2g	-
<b>Instant noodles, cup noodles (as sold)</b>	-	≤20g	-	-	≤ 1000mg	-	≥ 3g	-
<b>Biscuits and crackers*</b>	≤ 250kcal	≤ 25g	≤ 10g	≤ 0.5g	≤ 420mg	≤ 24g	≥3g	-

\*100g of product as sold

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## FRUITS & VEGETABLES

	Total sugars (100g)
<b>Canned : Fruit &amp; fruit cocktails</b>	Canned in light syrup (light syrup is defined as 'brix greater than or equal to 14° but less than 18°) or natural juice."

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## MEAT & POULTRY

	Fat (100g)	Sodium (100g)
<b>Meat &amp; poultry: canned &amp; processed</b>	≤ 10	≤ 450

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## FISH & FISH PRODUCTS

	Fat (100g)	Sodium (100g)	Added sugars (100g)	Omega 3 (100g)
<b>Sardines &amp; mackerel</b>	≤ 15	≤ 400	≤ 5	≥ 300mg
<b>Salmon</b>	≤ 10	≤ 400	≤ 5	≥ 300mg
<b>Tuna in water</b>	≤ 5	≤ 400	≤ 5	≥ 300mg
<b>Tuna in oil / recipe</b>	25% lower fat compared to normal	≤ 400	≤ 5	≥ 300mg
<b>Seafood &amp; other fishes</b>	≤ 5	≤ 400	≤ 5	≥ 300mg

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## DAIRY & DAIRY PRODUCTS

	Fat (100g/ 100ml)	Total sugars (100g/ 100ml)	Calcium (100ml/ 100g)
<b>Plain Milk powder* (as sold)</b>	≤19g/100g (note: 19g/100g equivalent to 2g/100ml of fat*)	-	≥120mg/ 100ml
<b>Flavoured Milk powder* (as sold)</b>	≤19g/100g (note: 19g/100g equivalent to 2g/100ml of fat*)	≤ 19g/100g (total sucrose)	≥120mg/ 100ml
<b>Liquid milk (plain)</b>	≤1.5g/100ml	-	≥130mg/ 100ml
<b>Liquid milk (flavoured)</b>	≤1.5g/100ml	≤6g/100ml (exclude lactose)	≥130mg/ 100ml
<b>Fresh Milk (liquid)</b>	As per Food Regulation Standard 82 - (Fresh milk selected as HC product due to its originality – natural with no added substances)		
<b>Cultured milk drink/ yoghurt drink</b>	≤1.5g/100ml	≤8g/100ml (exclude lactose)	-
<b>Yoghurt</b>	≤2.0g/100g	≤10g/100g (exclude lactose)	-
<b>Processed cheese</b>	≤15g/100g	-	>240mg/ 100g

\*Excluding infant formula, all special purposes food, FMPC and maternal products

## BEVERAGES

	Fat (100g/ 100ml)	Total sugars (100g/ 100ml)	Sodium (100ml/ 100g)	Calcium (mg/100ml)
<b>SWEETENED DRINKS</b>				
Botanical beverage	-	≤6g/100ml	-	-
Isotonic electrolyte drink	-	≤6g/100ml	-	-
Flavoured drink, non-carbonated	-	≤6g/100ml	-	-
Flavoured drink, carbonated	-	≤7g/100ml	-	-
<b>TEA MIX</b>				
Tea drink: (with and without milk)	≤1.5g/100ml	≤6g/100ml	-	-
Tea mix powder	≤5 g/serving *	≤12 g/serving*	-	-
<b>PREMIX COFFEE</b>				
Coffee drink	≤1.5g/100ml	≤6 g/100ml	-	-
Coffee premix powder	≤5 g/serving*	≤12 g/serving*	-	-
<b>MALTED OR CHOCOLATE DRINK</b>				
Ready to drink	≤2g/100ml	≤8g/100ml	-	-
Powder	≤5g/serving*	≤12g/serving* (excluding lactose from milk)	-	-
Juice drinks, fruit drinks	-	≤6g/100ml	≤40mg/100ml	-
Fruit juice	-	No added sugars	-	-
Veg juice	-	No added sugars	≤120mg/100ml	
Soya bean milk , Soya bean drink	≤2g/100ml	≤6g/100ml	-	≥60mg/100ml
Water (Drinking and mineral)	As per Malaysia Food Regulations 1985			
Drinks sweetened with intense sweeteners	Addition of sweeteners will be in accordance with Malaysia Food Regulations 1985 & harmonisation with CODEX			

\*typical serving is 30g powder per sachet, to be mixed with 200ml of water.



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## SOUP, SAUCES AND RECIPE MIXES

	Sodium (100g)
<b>Soy Sauce (light &amp; dark soy sauce)</b>	≤4500mg

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## FATS & OIL

	Energy (100g)	Saturated Fat (100g)	Trans Fat (100g)	Sodium (100g)	Total sugars (100g)
<b>Salad Dressing</b>	≤ 380 kcal	≤ 5g	≤ 1 g	≤ 750 mg	≤ 20 g
<b>Nuts &amp; Seeds Butter</b>		≤ 10 g	≤ 0.5 g	≤ 400 mg	≤ 30g

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