

MINISTRY OF HEALTH MALAYSIA

NUTRITIONAL GUIDELINES ON NUTRIENT CRITERIA FOR HEALTHIER CHOICE LOGO MALAYSIA

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HCL Secretariat, Nutrition Division



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CEREALS GROUP

HCL Category	Energy (100g/ml)	Fat (100g/ml)	Sodium (100g/ml)	Total Sugar (100g/ml)	Dietary Fiber (100g/ml)	Whole Grains (%)	Additional Criteria, AC ¹ (100g/ml)	HCL Statement ^(a)
Mil/ Mil Oat Kosong/ Plain Meal/ Oatmeal	-	-	No Added	No Added	≥6g	100%		
Bijirin Sarapan Breakfast Cereal	-	≤3g	≤400mg	≤ 20g	≥6g	≥ 25%		
Mi Segera Instant Noodles	-	≤16g	≤700mg	-	≥3g	-	Vitamin B1 Vitamin B6 Vitamin B9 Iron	For Bahasa Malaysia version: Perbandingan produk dalam kategori (Nama Kategori HCL) sahaja
Mi & Pasta Noodles & Pasta	-	≤2g	≤100mg	-	≥3g	-		
Biskut Biscuits	≤500kcal	≤20g	≤400mg	≤20g	≥3g	-		For English version: Compared within (Name of HCL Category) category only
Roti Bread ²	-	≤5g	≤400mg	≤5g	≥6g	-		
Makanan Bijirin Tersedia Prepared Cereal Food ³	-	≤10g	≤250mg	≤33.3g	≥3g	-	Vitamin B1 Vitamin B6 Vitamin B9 Iron Calcium	
Minuman Bijirin Cereal Drink	-	≤1.5g/100ml	≤37.5mg/100ml	≤5g/100ml	≥0.45g/100ml	-		

^(a) HCL Statement must be displayed below the HCL Logo. There is no specific font size and format for the statement but it needs to be readable.

¹ Products must contain a minimum quantity of one of the listed nutrients. Refer to specific nutrient values as shown in Annex I.

² Refers to bread loaf.

³ Includes cereal beverages premix and instant oatmeal with added ingredients.

FRUITS & VEGETABLES GROUP

HCL Category	Total Sugar (100g)	Additional Criteria, AC ¹ (100g)	HCL Statement ^(a)
Buah Berkaling Canned Fruit	≤15g		For Bahasa Malaysia version: Perbandingan produk dalam kategori (Nama Kategori HCL) sahaja
Koktel Buah Berkaling Canned Fruit Cocktail	≤15g	Vitamin A Vitamin B9 Vitamin C Dietary Fiber	For English version: Compared within (Name of HCL Category) category only

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¹ Products must contain a minimum quantity of one of the listed nutrients. Refer to specific nutrient values as shown in Annex I.

MEAT & POULTRY GROUP

HCL Category	Fat (100g)	Sodium (100g)	Total Sugar (100g)	Additional Criteria, AC ¹ (100g)	HCL Statement ^(a)
Daging Berkaling Canned Meat ²	≤10g	≤400mg	≤5g	Vitamin A Vitamin B1 Vitamin B12 Vitamin D Iron	For Bahasa Malaysia version: Perbandingan produk dalam kategori daging berkalng sahaja For English version: Compared within canned meat category only

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¹ Products must contain a minimum quantity of one of the listed nutrients. Refer to specific nutrient values as shown in Annex I.

² Includes products that fall under Food Regulation Standard 149 and Standard 151.

FISH & FISH PRODUCTS GROUP

HCL Category	Fat (100g)	Sodium (100g)	Total Sugar (100g)	Omega 3 (100g)	Additional Criteria, AC ¹ (100g)	HCL Statement ^(a)
<i>Ikan Sardin, Makarel & Salmon Berkaling</i> Canned Sardines, Mackerel & Salmon	≤15g	≤400mg	≤2.5g	≥600mg		For Bahasa Malaysia version: Perbandingan produk dalam kategori ikan berkaling sahaja
<i>Ikan Tuna Berkaling</i> Canned Tuna	≤10g	≤400mg	≤2.5g	≥600mg		For English version: Compared within canned fish category only
<i>Lain-Lain</i> Other Fishes	≤5g	≤400mg	≤2.5g	-	Vitamin A Vitamin B1 Vitamin B12 Vitamin D Iron	
Makanan Laut Berkaling Canned Seafood	≤5g	≤400mg	≤2.5g	-		For Bahasa Malaysia version: Perbandingan produk dalam kategori makanan laut berkaling sahaja For English version: Compared within canned seafood category only

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¹ Products must contain a minimum quantity of one of the listed nutrients. Refer to specific nutrient values as shown in Annex I.

DAIRY & DAIRY PRODUCTS (b)

HCL Category	Fat (100g/ml)	Total Sugar (100g/ml)	Calcium (100g/ml)	Sodium (100g/ml)	Protein (100g/ml)	Additional Criteria, AC ¹ (100g/ml)	HCL Statement ^(a)
Susu Segar Fresh Milk							As per Food Regulation 1985 (Standard 82) -
Susu Campuran Semula @ Susu Bancuhan Kosong Plain Recombined Milk @ Reconstituted Milk	-	No Added Sugar	≥130mg	-	-		For Bahasa Malaysia version: Perbandingan produk dalam kategori susu sahaja
Susu Tepung Kosong Plain Milk Powder	-	No Added Sugar	≥900mg	-	-		For English version: Compared within milk category only
Susu Campuran Semula @ Susu Bancuhan Berperisa Flavoured Recombined Milk @ Reconstituted Milk	-	≤7g	≥130mg	-	-	Vitamin B2 Vitamin B9 Vitamin B12 Vitamin D	For Bahasa Malaysia version: Perbandingan produk dalam kategori susu berperisa sahaja For English version: Compared within flavoured milk category only
Susu Tepung Berperisa Flavoured Milk Powder	-	≤ 46.7g	≥900mg	-	-		For English version: Compared within flavoured milk category only
Keju Proses Processed Cheese ²	-	-	≥240mg	≤830mg	-		For Bahasa Malaysia version: Perbandingan produk dalam kategori keju proses sahaja For English version: Compared within processed cheese category only

(a) HCL Statement must be displayed below the HCL Logo. There is no specific font size and format for the statement but it needs to be readable.

(b) Excludes infant formula, all special purposes food, FMPC & any milk products that targeted to specific group. HCL Products shall not be labelled or promoted in any way that will promote the products under the scope of code of ethics for the marketing of the infant foods & related products directly or indirectly.

(c) Must contain significant amount of Probiotic 10⁶ cfu/ml during the shelf life of the product.

¹ Products must contain a minimum quantity of one of the listed nutrients. Refer to specific nutrient values as shown in Annex I.

² Refers to processed slice cheese.

DAIRY & DAIRY PRODUCTS (b)

HCL Category	Fat (100g/ml)	Total Sugar (100g/ml)	Calcium (100g/ml)	Probiotic	Protein (100g/ml)	Additional Criteria, AC ¹ (100g/ml)	HCL Statement (a)
Susu Kultur @ Susu Fermentasi Cultured Milk @ Fermented Milk (c)	≤1.5g	≤7g (exclude lactose)	-	≥10 ⁶ CFU /ml	-	Vitamin B2 Vitamin B9 Vitamin B12 Vitamin D	
Yogurt Yoghurt	≤2.0g	≤7g (exclude lactose)	-	-	-	Dietary Fiber Calcium	For Bahasa Malaysia version: Perbandingan produk dalam kategori (Nama Kategori HCL) sahaja For English version: Compared within (Name of HCL Category) category only
Minuman Yogurt Yoghurt Drink	≤1.5g	≤5g (exclude lactose)	≥60mg	-	-	Vitamin B2 Vitamin B9 Vitamin B12 Vitamin D Dietary Fiber	
Susu Kacang Soya Soy Bean Milk	-	≤5g	≥60mg	-	≥2.5g	Vitamin B2 Vitamin B9	
Susu Tepung Kacang Soya Soy Bean Milk Powder	-	≤33.3g	≥400mg	-	≥16.7g	Vitamin B12 Vitamin D	

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(b) Excludes infant formula, all special purposes food, FMPC & any milk products that targeted to specific group. HCL Products shall not be labelled or promoted in any way that will promote the products under the scope of code of ethics for the marketing of the infant foods & related products directly or indirectly.

¹ Products must contain a minimum quantity of one of the listed nutrients. Refer to specific nutrient values as shown in Annex I.

BEVERAGES GROUP

HCL Category	Fat (100g/ml)	Total Sugar (100g/ml)	Sodium (100g/ml)	Additional Criteria, AC ¹ (100g/ml)	HCL Statement ^(a)
Air Minuman @ Air Mineral Drinking Water @ Mineral Water		As per Food Regulations 1985 (Standard 360A & 360B)			-
Jus Sayur Vegetable Juice	-	≤12.0g/100ml & No Added Sugar	≤100mg/100ml		
Jus Buah Fruit Juice	-	≤12.0g/100ml & No Added Sugar	-	Vitamin A Vitamin B9	
Jus Campuran Buah & Sayur Mixes Fruit & Vegetable Juice	-	≤12.0g/100ml & No Added Sugar	≤100mg/100ml	Vitamin C Dietary Fiber	For Bahasa Malaysia version: Perbandingan produk dalam kategori (Nama Kategori HCL) sahaja
Minuman Jus Buah Fruit Juice Drinks	-	≤5.0g/100ml	≤20mg/100ml		
Minuman Buah Fruit Drinks	-	≤5.0g/100ml	≤20mg/100ml		For English version: Compared within (Name of HCL Category) category only
Minuman Botani Botanical Beverage	-	≤5.0g/100ml	-	-	
Serbuk Minuman Botani Botanical Beverage Powder	-	≤16.7g/100g	-	-	
Minuman Isotonik Elektrolit Isotonic Electrolyte Drink	-	≤5.0g/100ml	-	-	
Minuman Berperisa Flavoured Drink	-	≤5.0g/100ml	-	-	

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¹ Products must contain a minimum quantity of one of the listed nutrients. Refer to specific nutrient values as shown in Annex I.

BEVERAGES GROUP

HCL Category	Fat (100g/ml)	Total Sugar (100g/ml)	Sodium (100g/ml)	Dietary Fiber (100g/ml)	Additional Criteria, AC ¹ (100g/ml)	HCL Statement ^(a)
Minuman Teh Tea Drink	≤1.5g/100ml	≤5.0g/100ml	-	-	-	<p>For Bahasa Malaysia version: Perbandingan produk dalam kategori (Nama Kategori HCL) sahaja</p> <p>For English version: Compared within (Name of HCL Category) category only</p>
Teh Campuran Tea Mix	≤10 g/100g	≤33.3 g/100g	-	-	-	
Minuman Kopi Coffee Drink	≤1.5g/100ml	≤5.0g/100ml	-	-	-	
Kopi Pracampuran Coffee Premix	≤10 g/100g	≤33.3 g/100g	-	-	-	
Minuman Coklat Chocolate Drink	≤1.5g/100ml	≤5g/100ml	-	-	Vitamin B1 Vitamin B6 Vitamin B9 Calcium Iron Dietary Fiber	
Serbuk Minuman Coklat Chocolate Drink Powder	≤10 g/100g	≤33.3 g/100g	-	-		
Minuman Malt Malted Drink	≤1.5g/100ml	≤5g/100ml	≤37.5 mg/100ml	≥0.45g/100ml	Vitamin B1 Vitamin B6 Vitamin B9 Calcium Iron	
Serbuk Minuman Malt Malted Drink Powder	≤10 g/100g	≤33.3 g/100g	≤250 mg/100g	≥3g/100g		

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SOUP, SAUCES AND RECIPE MIXES GROUP

HCL Category	Sodium (100g)	Total Sugar (100g)	HCL Statement ^(a)
Kicap Soya Sauce	≤3000mg	≤16g	For Bahasa Malaysia version: Perbandingan produk dalam kategori kicap sahaja For English version: Compared within soy sauce category only

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FATS & OIL GROUP

HCL Category	Energy (100g)	Total Fat (100g)	Sodium (100g)	Total Sugar (100g)	Protein (100g)	Additional Criteria, AC ¹ (100g)	HCL Statement ^(a)
Sos Salad Salad Dressing	≤350 kcal	≤5g	≤750 mg	≤11 g	-	Vitamin A Vitamin D Vitamin E Omega 3 ²	For Bahasa Malaysia version: Perbandingan produk dalam kategori (Nama Kategori HCL) sahaja
Mentega Kacang Peanut Butter	-	-	≤400 mg	≤15g	≥25g	Vitamin A Vitamin D Vitamin E Dietary Fiber ³	For English version: Compared within (Name of HCL Category) category only

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¹ Products must contain a minimum quantity of one of the listed nutrients. Refer to specific nutrient values as shown in Annex I.

² Omega 3 Fatty Acids ≥ 1000mg/ 100g.

³ Dietary Fiber ≥ 6g/ 100g.

ADDITIONAL CRITERIA (AC)

The nutrient in the product with additional criteria must be equal or exceed the values below:

Nutrient	Unit	Value per 100g	Value per 100ml
Vitamin A	µg	120	60
Vitamin E	mg	1.5	0.75
Vitamin D	µg	0.75	0.375
Vitamin B1 (Thiamin)	mg	0.21	0.105
Vitamin B2 (Riboflavin)	mg	0.24	0.12
Vitamin B6 (Pyridoxine)	mg	0.3	0.15
Vitamin B12 (Cobalamin)	µg	0.15	0.075
Vitamin B9 (Folic Acid)	µg	30	15
Vitamin C	mg	9	4.5
Calcium	mg	120	60
Iron	mg	2.1	1.05
Dietary Fiber	g	3	1.5

***The nutrient values in Additional Criteria (AC) will be amended and updated accordingly based on the latest Nutrient Reference Values (NRV) in Food Regulation 1985.*

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