

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

<sup>(a)</sup> 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.

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

<sup>2</sup> Refers to bread loaf.

<sup>3</sup> Includes cereal beverages premix and instant oatmeal with added ingredients.

## FRUITS & VEGETABLES GROUP

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

<sup>(a)</sup> 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.

<sup>1</sup> 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 <sup>1</sup> (100g)	HCL Statement <sup>(a)</sup>
<b>Daging Berkaling   Canned Meat <sup>2</sup></b>	≤10g	≤400mg	≤5g	Vitamin A Vitamin B1 Vitamin B12 Vitamin D Iron	For Bahasa Malaysia version: <b>Perbandingan produk dalam kategori daging berkalng sahaja</b>  For English version: <b>Compared within canned meat category only</b>

<sup>(a)</sup> 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.

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

<sup>2</sup> 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 <sup>1</sup> (100g)	HCL Statement <sup>(a)</sup>
<b><i>Ikan Sardin, Makarel &amp; Salmon Berkaling</i></b>   Canned Sardines, Mackerel & Salmon	≤15g	≤400mg	≤2.5g	≥600mg		For Bahasa Malaysia version: <b>Perbandingan produk dalam kategori ikan berkaling sahaja</b>
<b><i>Ikan Tuna Berkaling</i></b>   Canned Tuna	≤10g	≤400mg	≤2.5g	≥300mg		For English version: <b>Compared within canned fish category only</b>
<b><i>Lain-Lain</i></b>   Other Fishes	≤5g	≤400mg	≤2.5g	-	Vitamin A Vitamin B1 Vitamin B12 Vitamin D Iron	
<b>Makanan Laut Berkaling</b>   Canned Seafood	≤5g	≤400mg	≤2.5g	-		For Bahasa Malaysia version: <b>Perbandingan produk dalam kategori makanan laut berkaling sahaja</b>  For English version: <b>Compared within canned seafood category only</b>

<sup>(a)</sup> 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.

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

(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 10<sup>6</sup> cfu/ml during the shelf life of the product.

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

<sup>2</sup> 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 <sup>1</sup> (100g/ml)	HCL Statement (a)
<b>Susu Kultur @ Susu Fermentasi   Cultured Milk @ Fermented Milk</b> (c)	≤1.5g	≤7g (exclude lactose)	-	≥10 <sup>6</sup> CFU /ml	-	Vitamin B2 Vitamin B9 Vitamin B12 Vitamin D	
<b>Yogurt   Yoghurt</b>	≤2.0g	≤7g (exclude lactose)	-	-	-	Dietary Fiber Calcium	For Bahasa Malaysia version: <b>Perbandingan produk dalam kategori (Nama Kategori HCL) sahaja</b>  For English version: <b>Compared within (Name of HCL Category) category only</b>
<b>Minuman Yogurt   Yoghurt Drink</b>	≤1.5g	≤5g (exclude lactose)	≥60mg	-	-	Vitamin B2 Vitamin B9 Vitamin B12 Vitamin D Dietary Fiber	
<b>Susu Kacang Soya   Soy Bean Milk</b>	-	≤5g	≥60mg	-	≥2.5g	Vitamin B2 Vitamin B9	
<b>Susu Tepung Kacang Soya   Soy Bean Milk Powder</b>	-	≤33.3g	≥400mg	-	≥16.7g	Vitamin B12 Vitamin D	

(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.

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

<sup>(a)</sup> 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.

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

<sup>(a)</sup> 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.

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

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## SOUP, SAUCES AND RECIPE MIXES GROUP

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

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<sup>(a)</sup> 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.

## FATS & OIL GROUP

HCL Category	Energy (100g)	Total Fat (100g)	Sodium (100g)	Total Sugar (100g)	Protein (100g)	Additional Criteria, AC <sup>1</sup> (100g)	HCL Statement <sup>(a)</sup>
<b>Sos Salad   Salad Dressing</b>	≤350 kcal	≤5g	≤750 mg	≤11 g	-	-	For Bahasa Malaysia version: <b>Perbandingan produk dalam kategori sos salad sahaja</b>  For English version: <b>Compared within salad dressing category only</b>

<sup>(a)</sup> 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.

## LEGUMES, NUTS & SEED GROUP

HCL Category	Energy (100g)	Total Fat (100g)	Sodium (100g)	Total Sugar (100g)	Protein (100g)	Additional Criteria, AC <sup>1</sup> (100g)	HCL Statement <sup>(a)</sup>
<b>Mentega Kacang  Peanut Butter</b>	-	-	≤400 mg	≤15g	≥24g	Vitamin A Vitamin D Vitamin E Dietary Fiber <sup>2</sup>	For Bahasa Malaysia version: <b>Perbandingan produk dalam kategori mentega kacang sahaja</b>  For English version: <b>Compared within peanut butter category only</b>

<sup>(b)</sup> 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.

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

<sup>2</sup> Dietary Fiber ≥ 6g/ 100g.

**ADDITIONAL CRITERIA (AC)**

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

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

## **REFERENCES**

Choice International Foundation (2016). Choices Programme International Product Criteria. Choices International Foundation, Netherlands.

Health Promotion Board (2018). Healthier Choice Symbol Nutrient Guidelines As of January 2018 (edited). Healthy Foods and Dining Department, Obesity Prevention Management Division, Singapore.

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