

## **Acceptance and Effectiveness of Healthier Choice Logo (HCL) Among Food Industry in Malaysia**

Good day,

Mr./ Mrs./ Miss,

UiTM and the Nutrition Division of the Ministry of Health collaboratively conducted research titled 'Acceptance and Effectiveness of Healthier Choice Logo (HCL) among Food Industry in Malaysia'.

If you meet the criteria mentioned below:

- Representative from food & beverage companies who are well informed of all product labelling processes

We want to invite you to spend 10 to 15 minutes participating in this online survey. You may find the online questionnaire in the link(s) below:

Click this link for the English version: <https://forms.gle/ueY4HMJW99oYqBu66>

Click this link for the Malay version: <https://forms.gle/vopWiYz5hKfmQtX36>

Your company must not necessarily have HCL to participate in this test. We are targeting all levels of food industries, from micro-enterprises to small, medium to large industries, to get more thorough feedback on this matter.

If you would like to understand the questionnaire better before submitting your answer, attached in the link below is the list of questions (in Malay and English) for your attention.

Click this link to view the questionnaire:

<https://drive.google.com/drive/folders/1OLz7FYtPeibkXzEByUDlar0IbDkfetMo?usp=sharing>

Your participation in this research is greatly appreciated and will contribute to the success of the study.

If you have any question about this research or your rights, please contact:

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