

# **DRAFT OF NUTRITIONAL GUIDELINES ON NUTRIENT CRITERIA FOR HEALTHIER CHOICE LOGO MALAYSIA**

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*HCL Secretariat, Nutrition Division*

DISCLAIMER

This guideline is only a draft and will be used for public comments and further discussion before it is being finalized.



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## CEREAL, CEREAL PRODUCTS & FLOUR CONFECTION GROUP

HCL Category	Energy (100g/ml)	Fat (100g/ml)	Sodium (100g/ml)	Total Sugars (100g/ml)	Dietary Fiber (100g/ml)	Whole Grains (%)	Additional Criteria, AC <sup>1</sup> (100g/ml)	HCL Statement <sup>(a)</sup>
<i>Mil/ Mil Oat Kosong/ Plain Meal/ Oatmeal</i>	-	-	No Added	No Added	≥6g	100%		
<i>Bijirin Sarapan   Breakfast Cereal<sup>2</sup></i>	-	≤10g	≤400mg	≤ 20g	≥6g	≥ 25%	Vitamin B6 Vitamin B9 Iron <b>Protein</b>	For Bahasa Malaysia version: <b>Perbandingan produk dalam kategori (Nama Kategori HCL) sahaja</b>
<i>Mi &amp; Pasta   Noodles &amp; Pasta</i>	-	≤2g	≤100mg	-	≥3g	-		
<i>Biskut   Biscuits</i>	≤500kcal	≤20g	≤400mg	≤20g	≥3g	-		
<i>Makanan Bijirin Tersedia   Prepared Cereal Food<sup>3</sup></i>	-	≤10g	≤250mg	≤33.3g	≥3g	-	Vitamin B6 Vitamin B9 Iron <b>Protein</b> Calcium	For English version: <b>Compared within (Name of HCL Category) category only</b>
<i>Minuman Bijirin   Cereal Drink</i>	-	≤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> Includes all breakfast cereal products, granola, muesli, cereal bars and similar products.

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

## CEREAL, CEREAL PRODUCTS & FLOUR CONFECTION GROUP

HCL Category	Energy (100g)	Fat (100g)	Sodium (100g)	Total Sugars (100g)	Dietary Fiber (100g)	Additional Criteria, AC <sup>1</sup> (100g/ml)	HCL Statement <sup>(a)</sup>
<b>Roti   Bread/ Bun<sup>2</sup></b>	-	≤5g	≤360mg	≤5g	≥6g		
<b>Roti Berinti   Filled Bread/ Bun<sup>3</sup></b>	-	≤10g	≤400mg	≤7g	≥3g		<p>For Bahasa Malaysia version:  <b>Perbandingan produk dalam kategori (Nama Kategori HCL) sahaja</b></p> <p>For English version:  <b>Compared within (Name of HCL Category) category only</b></p>
<b>Wrap/ Tortilla/ Naan/ Roti Pita   Wrap/ Tortilla/ Naan/ Pita Bread</b>	-	≤7g	≤360mg	≤5g	≥3g	<b>Vitamin B6</b> <b>Vitamin B9</b> <b>Iron</b> <b>Protein</b>	
<b>Pastri   Pastry</b>	-	≤20g	≤360mg	≤7g	≥3g		
<b>Kek   Cake</b>	-	≤22g	≤300mg	≤24g	≥3g		

<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> Refer to all plain bread/ plain bun products.

<sup>3</sup> Refer to bread/ bun products that added or filled with other ingredients (eg: nuts, chocolate, dried fruits, cream & others) beside the basic ingredients & cereals to produce the product.

## FRUITS & VEGETABLES GROUP

HCL Category	Fat (100g)	Sodium (100g)	Total Sugars (100g)	Dietary Fiber (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	
<b>Buah Kering   Dried Fruit<sup>2</sup></b>	No Added	No Added	No Added	-		For English version: <b>Compared within (Name of HCL Category) category only</b>
<b>Sayur Berkaling   Canned Vegetable<sup>3</sup></b>	≤5g	≤300mg	≤2.5g	≥1.0g		

<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 226 and standard 227. Fruits/ Other added ingredients must not add with oil/fat, salt & sugar in any production process. The production flow must be attached for HCL authentication.

<sup>3</sup> Includes products that fall under Food Regulation Standard 220.

## FISH & FISH PRODUCTS GROUP

HCL Category	Fat (100g)	Sodium (100g)	Total Sugars (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>   Canned Sardines, Mackerel &amp; Salmon</b>	≤15g	≤400mg	≤2.5g	≥600mg		For Bahasa Malaysia version: <b>Perbandingan produk dalam kategori ikan berkaling sahaja</b>
<b><i>Ikan Tuna Berkaling</i>   Canned Tuna</b>	≤10g	≤400mg	≤2.5g	≥300mg		For English version: <b>Compared within canned fish category only</b>
<b><i>Lain-Lain</i>   Other Fishes</b>	≤5g	≤400mg	≤2.5g	-	Vitamin A Vitamin B1 Vitamin B12 Vitamin D Iron	
<b>Makanan Laut Berkaling   Canned Seafood</b>	≤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.

## MEAT & POULTRY GROUP

HCL Category	Fat (100g)	Sodium (100g)	Total Sugars (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.

## LEGUMES, NUTS & SEED GROUP

HCL Category	Fat (100g)	Sodium (100g)	Total Sugars (100g)	Protein (100g)	Additional Criteria, AC <sup>1</sup> (100g)	HCL Statement <sup>(a)</sup>
<b>Kekacang/ Kacang/ Biji-Bijian   Legume/ Nut/ Seed<sup>2</sup></b>	No Added	No Added	No Added	-	Vitamin A Vitamin D Vitamin E	For Bahasa Malaysia version: <b>Perbandingan produk dalam kategori (Nama Kategori HCL) sahaja</b>
<b>Mentega Kacang   Peanut Butter</b>	-	≤400 mg	≤15g	≥24g	Dietary Fiber <sup>3</sup>	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.

<sup>2</sup> Also includes mixed nuts products. Nuts/ Other added ingredients must not add with oil/fat, salt & sugar in any production process. The production flow must be attached for HCL authentication.

<sup>3</sup> Dietary Fiber ≥ 6g/ 100g.

## DAIRY & DAIRY PRODUCTS (b)

HCL Category	Fat (100g/ml)	Total Sugars (100g/ml)	Calcium (100g/ml)	Sodium (100g/ml)	Protein (100g/ml)	Additional Criteria, AC <sup>1</sup> (100g/ml)	HCL Statement (a)
<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.

<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.

\* Target for Calcium to be achieved by August 2023 ≤150mg/100ml (RTD) & ≤1000mg/100g (milk powder)



## DAIRY & DAIRY PRODUCTS (b)

HCL Category	Fat (100g/ml)	Total Sugars (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.

(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.

\* Target for Calcium to be achieved by August 2023 ≤75mg/100ml (RTD) & ≤500mg/100g (powder)

## BEVERAGES GROUP

HCL Category	Fat (100g/ml)	Total Sugars (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 Vitamin C Dietary Fiber	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>Jus Campuran Buah &amp; Sayur   Mixes Fruit &amp; Vegetable Juice</b>	-	≤12.0g/100ml & No Added Sugar	≤100mg/100ml		
<b>Minuman Jus Buah   Fruit Juice Drinks</b>	-	≤5.0g/100ml*	≤20mg/100ml		
<b>Minuman Buah   Fruit Drinks</b>	-	≤5.0g/100ml*	≤20mg/100ml		
<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.

\* Target for Total Sugars (TS) to be achieved by 2023 ≤2.5g/100ml (RTD); Target for Total Sugars (TS) to be achieved by 2025 ≤2.5g/100ml (RTD) AND no sweetening substances added.

## BEVERAGES GROUP

HCL Category	Fat (100g/ml)	Total Sugars (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*	-	-	-	<p>For Bahasa Malaysia version: <b>Perbandingan produk dalam kategori (Nama Kategori HCL) sahaja</b></p> <p>For English version: <b>Compared within (Name of HCL Category) category only</b></p>
<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	
<b>Serbuk Minuman Coklat   Chocolate Drink Powder</b>	≤10 g/100g	≤33.3 g/100g*	-	-		
<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.

\* Target for Total Sugars (TS) to be achieved by 2023 ≤2.5g/100ml (RTD) or ≤16.7g/100g (powder); Target for Total Sugars (TS) to be achieved by 2025 ≤2.5g/100ml (RTD) or ≤16.7g/100g (powder) AND no sweetening substances added.

## SOUP, SAUCES AND RECIPE MIXES GROUP

HCL Category	Sodium (100g)	Total Sugars (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>

<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)	Fat (100g)	Sodium (100g)	Total Sugars (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 (Nama Kategori HCL) sahaja</b>  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.

## EDIBLE ICE GROUP

HCL Category	Calcium (100g)	Total Sugars (100g)	HCL Statement <sup>(a)</sup>
<b>Ais Krim/ Konfeksi Sejuk Beku/ Konfeksi Ais   Ice Cream/ Frozen Confection/ Ice Confection</b>	≥100mg <sup>(b)</sup>	≤15g	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>

<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>(b)</sup> Source of Calcium must be milk based.

## CONVENIENCE FOOD GROUP

HCL Category	Fat (100g)	Sodium (100g)	Total Sugars (100g)	Dietary Fiber (100g)	Additional Criteria, AC <sup>1</sup> (100g)	HCL Statement <sup>(a)</sup>
<b>Mi Segera   Instant Noodles</b>	≤16g	≤700mg	-	≥3g	Vitamin B6 Vitamin B9 Iron <b>Protein</b>	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>

<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.

**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	
		Current Level	New Target by August 2022	Current Level	New Target by August 2022
Vitamin A	µg	120	120	60	60
Vitamin E	mg	1.5	1.5	0.75	0.75
Vitamin D	µg	0.75	2.25	0.375	1.125
Vitamin B1 (Thiamin)	mg	0.21	0.18	0.105	0.09
Vitamin B2 (Riboflavin)	mg	0.24	0.18	0.12	0.09
Vitamin B6 (Pyridoxine)	mg	0.3	0.195	0.15	0.10
Vitamin B12 (Cobalamin)	µg	0.15	0.36	0.075	0.18
Vitamin B9 (Folic Acid)	µg	30	60	15	30
Vitamin C	mg	9	15	4.5	7.5
Calcium	mg	120	150	60	75
Iron	mg	2.1	2.1	1.05	1.05
Dietary Fiber	g	3	3	1.5	1.5
Protein	g	5	5	2.5	2.5

*\*\*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.*