NUTRITIONAL GUIDELINES ON NUTRIENT CRITERIA FOR HEALTHIER CHOICE LOGO MALAYSIA

As of MAY 2024

HCL Secretariat, Nutrition Division



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

(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 Includes all breakfast cereal products, granola, muesli, cereal bars and similar products.

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

HCL Category	Energy (100g)	Fat (100g)	Sodium (100g)	Total Sugars (100g)	Dietary Fiber (100g)	Additional Criteria, AC ¹ (100g/ml)	HCL Statement ^(a)	
<i>Roti/ Ban/ Mantou</i> Bread/ Bun/Mantou ²	-	≤5g	≤360mg	≤5g	≥6g	(100g/111)		
<i>Roti/ Ban/ Mantou Berinti</i> Filled Bread/ Bun/ Mantou ³	-	≤10g	≤400mg	≤7g	≥3g		≥3g	For Bahasa Malaysia version: Perbandingan produk dalam kategori (Nama Kategori HCL) sahaja
Wrap/Tortilla/Naan/ Roti Pita/Roti Canai Wrap/Tortilla/Naan/ Pita Bread/Flatbread ⁴	-	≤7g	≤360mg	≤5g	≥6g	Vitamin B1 Vitamin B6 Vitamin B9 Iron Protein	For English version: Compared within (Name of HCL Category) category only	
<i>Roti Canai Berinti</i> Filled Flatbread⁴	-	≤10g	≤400mg	≤5g	≥3g			
Pastri Pastry	-	≤20g	≤360mg	≤7g	≥3g			
Kek Cake	-	≤22g	≤300mg	≤24g	≥3g			

CEREAL, CEREAL PRODUCTS & FLOUR CONFECTION GROUP

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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 Refer to all plain bread/ plain bun products.

³ 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.

⁴ Flatbread includes Roti Boom, Paratha & Capati. Suggested healthy preparation method is recommended on the label.

HCL Category	Fat (100g)	Sodium (100g)	Total Sugars (100g)	Dietary Fiber (100g)	Additional Criteria, AC ¹ (100g)	HCL Statement ^(a)
<i>Buah Berkaling</i> Canned Fruit	-	-	≤15g	-		For Bahasa Malaysia version: Perbandingan
<i>Koktel Buah Berkaling</i> Canned Fruit Cocktail	-	-	≤15g	-	 Vitamin A Vitamin B9 Vitamin C Dietary Fiber 	produk dalam kategori (Nama Kategori HCL) sahaja
<i>Buah Kering</i> Dried Fruit ²	≤0.5g	No Added	No Added	-	_	For English version Compared within (Name of HCL
<i>Sayur Berkaling</i> Canned Vegetable ³	≤5g	≤300mg	≤1.2g	≥1.0g	-	Category) category only

FRUITS & VEGETABLES GROUP

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

³ 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 ¹ (100g)	HCL Statement ^(a)
Ikan Sardin, Makarel & Salmon Berkaling 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	≥300mg		For English version: Compared within
<i>Lain-Lain</i> Other Fishes	≤5g	≤400mg	≤2.5g	-	Vitamin A Vitamin B1	canned fish category only
Makanan Laut Berkaling Canned Seafood	≤5g	≤400mg	≤2.5g	-	 Vitamin B12 Vitamin D Iron 	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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	MEAT & POULTRY GROUP								
HCL Category	Fat (100g)	Sodium (100g)	Total Sugars (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	For Bahasa Malaysia version: Perbandingan produk dalam kategori daging berkaling sahaja				
(a) HCI Statement must be				Iron rmat for the statement but it needs to b	For English version: Compared within canned meat category only				

ecific font size and format for the statement but it needs to be readable.

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

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

LEGUMES, NUTS & SEED GROUP

HCL Category	Fat	Sodium	Total Sugars	Dietary Fiber	Protein	Additional	HCL Statement ^(a)
	(100g)	(100g)	(100g)	(100g)	(100g)	Criteria, AC ¹	
						(100g)	
Kekacang/ Kacang/	No Added	≤120 mg	No Added	≥3g	-		
<i>Biji-Bijian</i> Legume/							For Bahasa Malaysia version:
Nut/ Seed ²							Perbandingan produk dalam
Mentega Kacang		≤400 mg	≤15g		≥24g	Vitamin A	kategori (Nama Kategori HCL) sahaja
Peanut Butter	-	2400 mg	2128	-	224g	Vitamin D	
realiut Dutter						Vitamin E	For English version: Compared
						Dietary Fiber ³	within (Name of HCL Category)
Plant Based Protein/	<10g	≤450mg			\10 a	Iron	category only
	≤10g	245011ig	-	-	≥10g	-	
Protein Berasaskan						Dietary Fiber	
Tumbuhan						Vitamin B12	

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

2 Only includes ready to eat products and mixed nuts products. Nuts/ Other added ingredients must not add with oil/fat and sugar in any production process. The production flow must be attached for HCL authentication.

3 Dietary Fiber \geq 6g/ 100g.

		DAIR	Y & DAIR	Y PRODU	CTS (b)			
HCL Category	Fat (100g/ml)	Total Sugars (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 Regulati	on 1985 (Stand	dard 82)		-	
Susu Campuran Semula @ Susu Bancuhan Kosong Plain Recombined Milk @ Reconstituted Milk	-	No Added Sugar	≥130mg³	-	-		For Bahasa Malaysia version: Perbandingan produk dalam kategori susu sahaja	
<i>Susu Tepung Kosong</i> Plain Milk Powder	-	No Added Sugar	≥900mg³	-	-	- Vitamin B2 Vitamin B9 Vitamin B12 - Vitamin D		For English version: Compared within milk category only
Susu Campuran Semula @ Susu Bancuhan Berperisa Flavoured Recombined Milk @ Reconstituted Milk	-	≤7g	≥130mg ³	-	-		For Bahasa Malaysia version: Perbandingan produk dalam kategori susu berperisa sahaja	
Susu Tepung Berperisa Flavoured Milk Powder	-	≤ 46.7g	≥900mg ³	-	-		For English version: Compared within flavoured milk category only	
<i>Keju Proses</i> 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	

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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 (b) 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.

2 Refers to processed slice cheese.

Calcium level to be achieved by 1st January 2024 ≥150mg/100ml (liquid milk) AND ≥1000mg/100g (milk powder) 3

Nutrient Criteria HCL Malaysia (Edited May 2024)

	DAIRY & DAIRY PRODUCTS (b)										
HCL Category	Fat (100g/ml)	Total Sugars (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	For Bahasa Malaysia version: Perbandingan produk dalam				
<i>Yogurt</i> Yoghurt	≤2.0g	≤7g (exclude lactose)	-	-	-	Vitamin D Dietary Fiber Calcium	kategori (Nama Kategori HCL) sahaja				
<i>Minuman Yogurt</i> Yoghurt Drink	≤1.5g	≤5g (exclude lactose)	≥60mg	-	-	Vitamin B2 Vitamin B9 Vitamin B12 Vitamin D Dietary Fiber	For English version: Compared within (Name of HCL Category) category only				

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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.

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

BEVERAGES GROUP									
HCL Category	Fat (100g/ml)	Total Sugars (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 19	85 (Standard 360A	& 360B)	-				
Jus Sayur Vegetable Juice	-	≤12.0g & No Added Sugar	≤100mg						
Jus Buah Fruit Juice	-	≤12.0g & No Added Sugar	-	Vitamin A	For Bahasa Malaysia version:				
Jus Campuran Buah & Sayur Mixes Fruit & Vegetable Juice	-	≤12.0g & No Added Sugar	≤100mg	Vitamin B9 Vitamin C Distant Fiber					
Minuman Jus Buah Fruit Juice Drinks	-	≤5.0g	≤20mg	 Dietary Fiber 	Perbandingan produk dalam kategori (Nama Kategori HCL)				
Minuman Buah Fruit Drinks	-	≤5.0g	≤20mg	_	sahaja				
Minuman Botani Botanical Beverage	-	≤5.0g	-	-	 For English version: Compared within (Name of HCL Category) 				
<i>Serbuk Minuman Botani</i> Botanical Beverage Powder	-	≤16.7g	-	-	 category only 				
Minuman Isotonik Elektrolit Isotonic Electrolyte Drink	-	≤5.0g	-	-	-				
Minuman Berperisa Flavoured Drink	-	≤5.0g	-	-	-				

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	BEVERAGES GROUP									
HCL Category	Fat (100g/ml)	Total Sugars (100g/ml)	Sodium (100g/ml)	Dietary Fiber (100g/ml)	Additional Criteria, AC ¹ (100g/ml)	HCL Statement ^(a)				
<i>Minuman Teh</i> Tea Drink	≤1.5g	≤5.0g	-	-	-					
Teh Campuran Tea Mix	≤10 g	≤33.3 g	-	-	-	_				
Minuman Kopi Coffee Drink	≤1.5g	≤5.0g	-	-	-	– For Bahasa Malaysia – version:				
Kopi Pracampuran Coffee Premix	≤10 g	≤33.3 g	-	-	-	Perbandingan produk dalam kategori (Nama				
Minuman Coklat Chocolate Drink	≤1.5g	≤5.0g	-	-	Vitamin B1 Vitamin B6 Vitamin B9	 Kategori HCL) sahaja For English version: 				
Serbuk Minuman Coklat Chocolate Drink Powder	≤10 g	≤33.3 g	-	-	Calcium ³ Iron Dietary Fiber	Compared within (Name of HCL Category) category only				
Minuman Malt Malted Drink	≤1.5g	≤5.0g	≤37.5 mg	≥0.45g	Vitamin B1 Vitamin B6 Vitamin B9	_				
<i>Serbuk Minuman Malt</i> Malted Drink Powder	≤10 g	≤33.3 g	≤250 mg	≥3.0g	Calcium					

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	BEVERAGES GROUP										
HCL Category	Fat (100g/ml)	Total Sugars (100g/ml)	Sodium (100g/ml)	Dietary Fiber (100g/ml)	Calcium (100g/ml)	Additional Criteria, AC ¹ (100g/ml)	HCL Statement ^(a)				
Minuman berasaskan Tumbuhan Plant-Based Drink Cereal based ² Berasaskan bijirin	≤1.5g	≤5.0g	≤37.5mg	≥0.45g	-	Vitamin B1 Vitamin B6 Vitamin B9 Iron Calcium Protein	For Bahasa Malaysia version: Porbandingan				
Soy Bean/ Legume & Nut based ³ <i>Kacang</i> Soya/ Kacang & Legum ³	-	≤5.0g	≤37.5mg	-	≥60mg⁴	Vitamin B2 Vitamin B9 Vitamin B12 Vitamin D Protein	Perbandingan produk dalam kategori Serbuk/ Minuman Berasaskan Tumbuhan sahaja				
Serbuk Minuman berasaskan Tumbuhan Plant-Based Drink Powder Cereal based ² Berasaskan bijirin	≤10g	≤33.3g	≤250mg	≥3.0g	-	Vitamin B1 Vitamin B6 Vitamin B9 Iron Calcium Protein	For English version: Compared within Plant- Based Drink/ Powder category				
Soy Bean/ Legume & Nut based ³ <i>Kacang</i> <i>Soya/ Kacang & Legum</i> ³	-	≤33.3g	≤250mg	-	≥400mg ⁴	Vitamin B2 Vitamin B9 Vitamin B12 Vitamin D Protein	- 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.

Includes all cereal based plant-based drink/ powder (eg: oat, rice, wheat, etc.) 2

Includes all legume, nut & seed-based plant-based drink/ powder (eg: peanut, hazelnut, sesame, etc.) 3

Calcium Level to be achieved by 1st January 2024 ≥75mg/100ml (RTD) and ≥500mg/100g (powder). 4

SOUPS GROUP						
HCL Category	Energy (100g)	Fat (100g)	Sodium (100g)	Total Sugars (100g)	HCL Statement ^(a)	
Instant Soups & Broth Sup Segera ¹	≤100 kcal	≤4g	≤200 mg	≤4 g	For Bahasa Malaysia version: Perbandingan produk dalam kategori (Nama Kategori HCL) sahaja	
					For English version: Compared within (Name of HCL Category) category only	

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^{1.} This includes already part-cooked soups/ broth and only needs to be heated before serving or ready for consumption

SAUCES GROUP

HCL Category	Sodium (100g)	Total Sugars (100g)	HCL Statement ^(a)	
Kicap Soya Sauce	≤3000mg	≤16g	For Bahasa Malaysia version: Perbandingan produk dalam kategori	
Sos Cili/ Tomato Chili/ Tomato Sauce	≤400mg	≤16g	(Nama Kategori HCL) sahaja	
			For English version: Compared within (Name of HCL Category) category only	

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FATS & OIL GROUP

HCL Category	Energy (100g)	Fat (100g)	Sodium (100g)	Total Sugars (100g)	HCL Statement ^(a)
<i>Sos Salad</i> Salad Dressing	≤350 kcal	≤5g	≤750 mg	≤11 g	For Bahasa Malaysia version: Perbandingan produk dalam kategori (Nama Kategori HCL) sahaja
					For English version: Compared within (Name of HCL Category) category only

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CONVENIENCE FOOD GROUP

HCL Category	Energy (100g)	Fat (100g)	Sodium (100g)	Total Sugars (100g)	Dietary Fiber (100g)	Additional Criteria, AC ¹ (100g)	HCL Statement ^(a)
<i>Mi Segera</i> Instant Noodles		≤16g	≤700mg	-	≥3g	Vitamin B1 Vitamin B6 Vitamin B9 Iron Protein	For Bahasa Malaysia version: Perbandingan produk dalam kategori (Nama Kategori HCL) sahaja
<i>Instant Pasta</i> Pasta Segera ²	≤200kcal	≤5g	≤400mg	≤4.5g	-	-	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 This includes already part-cooked pasta and only needs to be heated before serving or ready for consumption

EDIBLE ICE GROUP

HCL Category	Calcium (100g/ml)	Total Sugars (100g/ml)	Additional Criteria, AC ¹ (100g/ml)	HCL Statement ^(a)	
<i>Ais Krim ^(b)</i> Ice Cream ^(b)	≥100mg	Vit Vita ≥100mg ≤15g Vita Vita Vita Vita		For Bahasa Malaysia version: Perbandingan produk dalam kategori (Nama Kategori HCL) sahaja	
<i>Konfeksi Ais</i> Ice Confection	Vitamin B9 ≥50mg ≤15g Vitamin C Iron		lron Dietary Fiber	For English version: Compared within (Name of HCL Category) category only	

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^(b) Products must contain not less than 10% of milk fat.

ADDITIONAL CRITERIA (AC)

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

Nutrient	Unit	Value	e per 100g	Value per 100ml	
		Current Level	New Target by January 2024	Current Level	New Target by January 2024
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.