

NUTRITIONAL GUIDELINES ON NUTRIENT CRITERIA FOR HEALTHIER CHOICE LOGO MALAYSIA

As of APRIL 2025

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%		
Bijirin Sarapan Breakfast Cereal²	-	≤10g	≤400mg	≤ 20g	≥6g	≥ 25%	Vitamin B1 Vitamin B6 Vitamin B9 Iron Protein	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	-		
Makanan Bijirin Tersedia Prepared Cereal Food³	-	≤10g	≤250mg	≤33.3g	≥3g	-	Vitamin B1 Vitamin B6 Vitamin B9 Iron Protein Calcium	For English version: Compared within (Name of HCL Category) category only
Minuman Bijirin Cereal Drink	-	≤1.5g	≤37.5mg	≤5g	≥0.45g	-		

^(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.

CEREAL, CEREAL PRODUCTS & FLOUR CONFECTION GROUP

HCL Category	Energy (100g)	Fat (100g)	Sodium (100g)	Total Sugars (100g)	Dietary Fiber (100g)	Additional Criteria, AC ¹ (100g/ml)	HCL Statement ^(a)
Roti/ Ban/ Mantou Bread/ Bun/Mantou²	-	≤5g	≤360mg	≤5g	≥6g		
Roti/ Ban/ Mantou Berinti Filled Bread/ Bun/ Mantou³	-	≤10g	≤400mg	≤7g	≥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/ Flatbread⁴	-	≤7g	≤360mg	≤5g	≥6g	Vitamin B1 Vitamin B6 Vitamin B9 Iron Protein	For English version: Compared within (Name of HCL Category) category only
Roti Canai Berinti Filled Flatbread⁴	-	≤10g	≤400mg	≤5g	≥3g		
Pastri Pastry	-	≤20g	≤360mg	≤7g	≥3g		
Kek Cake	-	≤22g	≤300mg	≤24g	≥3g		

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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.

FRUITS & VEGETABLES GROUP

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 produk dalam kategori (Nama Kategori HCL) sahaja
<i>Koktel Buah Berkaling</i> Canned Fruit Cocktail	-	-	≤15g	-	Vitamin A Vitamin B9 Vitamin C Dietary Fiber	
<i>Buah Kering</i> Dried Fruit²	≤0.5g	No Added	No Added	-		For English version: Compared within (Name of HCL Category) category only
<i>Sayur Berkaling</i> Canned Vegetable³	≤5g	≤300mg	≤1.2g	≥1.0g	-	

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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)
<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	≥300mg		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.

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 Iron	For Bahasa Malaysia version: Perbandingan produk dalam kategori daging berkaling 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.

LEGUMES, NUTS & SEED GROUP

HCL Category	Fat (100g)	Sodium (100g)	Total Sugars (100g)	Dietary Fiber (100g)	Protein (100g)	Additional Criteria, AC ¹ (100g)	HCL Statement ^(a)
Kekacang/ Kacang/ Biji-Bijian Legume/ Nut/ Seed²	No Added	≤120 mg	No Added	≥3g	-		For Bahasa Malaysia version: Perbandingan produk dalam kategori (Nama Kategori HCL) sahaja For English version: Compared within (Name of HCL Category) category only
Mentega Kacang Peanut Butter	-	≤400 mg	≤15g	-	≥24g	Vitamin A Vitamin D Vitamin E Dietary Fiber ³	
Plant Based Protein/ Protein Berasaskan Tumbuhan	≤10g	≤450mg	-	-	≥10g	Iron Dietary Fiber Vitamin B12	

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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 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 ≥ 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 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	≥150mg	-	-		For Bahasa Malaysia version: Perbandingan produk dalam kategori susu sahaja
Susu Tepung Kosong Plain Milk Powder	-	No Added Sugar	≥1000mg	-	-		For English version: Compared within milk category only
Susu Campuran Semula @ Susu Bancuhan Berperisa Flavoured Recombined Milk @ Reconstituted Milk	-	≤7g	≥150mg	-	-	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	≥1000mg	-	-		
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.

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 Sugars (100g/ml)	Calcium (100g/ml)	Probiotic	Protein (100g/ml)	Additional Criteria, AC ¹ (100g/ml)	HCL Statement ^(a)
<i>Susu Kultur @ Susu Fermentasi</i> Cultured Milk @ Fermented Milk ^(c)	≤1.5g	≤7g (exclude lactose)	-	≥10 ⁶ CFU /ml	-	Vitamin B2 Vitamin B9 Vitamin B12 Vitamin D Dietary Fiber Calcium	For Bahasa Malaysia version: Perbandingan produk dalam kategori (Nama Kategori HCL) sahaja
<i>Yogurt</i> Yoghurt	≤2.0g	≤7g (exclude lactose)	-	-	-		
<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

(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.

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 1985 (Standard 360A & 360B)			-
Jus Sayur Vegetable Juice	-	≤12.0g & No Added Sugar	≤100mg		
Jus Buah Fruit Juice	-	≤12.0g & No Added Sugar	-	Vitamin A Vitamin B9 Vitamin C Dietary Fiber	
Jus Campuran Buah & Sayur Mixes Fruit & Vegetable Juice	-	≤12.0g & No Added Sugar	≤100mg		
Minuman Jus Buah Fruit Juice Drinks	-	≤5.0g	≤20mg		
Minuman Buah Fruit Drinks	-	≤5.0g	≤20mg		
Minuman Botani Botanical Beverage	-	≤5.0g	-	-	
Serbuk Minuman Botani Botanical Beverage Powder	-	≤16.7g	-	-	
Minuman Isotonik Elektrolit Isotonic Electrolyte Drink	-	≤5.0g	-	-	
Minuman Berperisa Flavoured Drink	-	≤5.0g	-	-	

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 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 Sugars (100g/ml)	Sodium (100g/ml)	Dietary Fiber (100g/ml)	Additional Criteria, AC ¹ (100g/ml)	HCL Statement ^(a)
Minuman Teh Tea Drink	≤1.5g	≤5.0g	-	-	-	
Teh Campuran Tea Mix	≤10 g	≤33.3 g	-	-	-	
Minuman Kopi Coffee Drink	≤1.5g	≤5.0g	-	-	-	
Kopi Pracampuran Coffee Premix	≤10 g	≤33.3 g	-	-	-	
Minuman Coklat Chocolate Drink	≤1.5g	≤5.0g	-	-	Vitamin B1 Vitamin B6 Vitamin B9 Calcium ³ Iron Dietary Fiber	
Serbuk Minuman Coklat Chocolate Drink Powder	≤10 g	≤33.3 g	-	-		
Minuman Malt Malted Drink	≤1.5g	≤5.0g	≤37.5 mg	≥0.45g	Vitamin B1 Vitamin B6 Vitamin B9 Calcium Iron	
Serbuk Minuman Malt Malted Drink Powder	≤10 g	≤33.3 g	≤250 mg	≥3.0g		

For Bahasa Malaysia
version:
**Perbandingan produk
dalam kategori (Nama
Kategori HCL) sahaja**

For English version:
**Compared within (Name of
HCL Category) 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.

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 Sugars (100g/ml)	Sodium (100g/ml)	Dietary Fiber (100g/ml)	Calcium (100g/ml)	Additional Criteria, AC ¹ (100g/ml)	HCL Statement ^(a)
<i>Minuman berasaskan Tumbuhan Plant-Based Drink</i>						Vitamin B1 Vitamin B6 Vitamin B9 Iron Calcium Protein	
Cereal based² Berasaskan bijirin	≤1.5g	≤5.0g	≤37.5mg	≥0.45g	-		For Bahasa Malaysia version: Perbandingan produk dalam kategori Serbuk/ Minuman Berasaskan Tumbuhan sahaja
Soy Bean/ Legume & Nut based³ Kacang Soya/ Kacang & Legum³	-	≤5.0g	≤37.5mg	-	≥75mg	Vitamin B2 Vitamin B9 Vitamin B12 Vitamin D Protein	
<i>Serbuk Minuman berasaskan Tumbuhan Plant-Based Drink Powder</i>						Vitamin B1 Vitamin B6 Vitamin B9 Iron Calcium Protein	
Cereal based² Berasaskan bijirin	≤10g	≤33.3g	≤250mg	≥3.0g	-		For English version: Compared within Plant- Based Drink/ Powder category only
Soy Bean/ Legume & Nut based³ Kacang Soya/ Kacang & Legum³	-	≤33.3g	≤250mg	-	≥500mg	Vitamin B2 Vitamin B9 Vitamin B12 Vitamin D Protein	

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

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

SOUPS, SAUCES & RECIPE MIXES GROUP

HCL Category	Energy (100g/ ml)	Fat (100g/ ml)	Sodium (100g/ ml)	Total Sugars (100g/ ml)	HCL Statement ^(a)
<i>Sup & Air Rebusan Soups & Broth¹</i>	≤100 kcal	≤4g	≤200 mg	≤4 g	<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>
<i>Kicap Soya Sauce</i>	-	-	≤3000mg	≤16g	
<i>Sos Cili/ Tomato Chili/ Tomato Sauce</i>	-	-	≤400mg	≤22g	
<i>Resepi Pracampur Recipe Mixes^{2, 3}</i>	-	-	≤250mg	≤5g	

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1. Values as per 100ml / 100g prepared or ready to eat. If product is in powder, paste, cube or concentrated form, the product is to be reconstituted according to manufacturer's direction as stated on the label. Refer to calculation example in Annex 2.
2. Values as per 100ml / 100g prepared or ready to eat. Recipe mixes can be powdered or in paste form that can be reconstituted according to manufacturer's direction as stated on the label. Refer to calculation example in Annex 2.
3. Product is marketed as a pre-mix for a specific dish rather than a single ingredient. This includes but not limited to premix gravy sauce (e.g. chicken gravy sauce) and cooking paste (e.g. *Pes Asam Pedas, Sambal, Fried Bihun, Laksa, Fried Rice & Mixed Vegetables*).

FATS & OIL GROUP

HCL Category	Energy (100g)	Fat (100g)	Sodium (100g)	Total Sugars (100g)	HCL Statement ^(a)
Sos Salad 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)
Mi Segera 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
Instant Pasta Pasta Segera²	≤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 Values as per 100ml / 100g prepared or ready to eat. If product is in powder or concentrated form, the product is to be reconstituted according to manufacturer's direction as stated on the label. Refer to calculation example in Annex 2.

EDIBLE ICE GROUP

HCL Category	Calcium (100g/ml)	Total Sugars (100g/ml)	Additional Criteria, AC ¹ (100g/ml)	HCL Statement ^(a)
<i>Ais Krim</i> ^(b) Ice Cream ^(b)	≥100mg	≤15g	Vitamin A Vitamin E Vitamin D Vitamin B1 Vitamin B2 Vitamin B6 Vitamin B12 Vitamin B9 Vitamin C Iron Dietary Fiber Protein	For Bahasa Malaysia version: Perbandingan produk dalam kategori (Nama Kategori HCL) sahaja
<i>Konfeksi Ais</i> Ice Confection	≥50mg	≤15g		For English version: Compared within (Name of HCL Category) 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) Products must contain not less than 10% of milk fat.

¹ 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 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.*

Example 1 (Premix Soups and Broths/ Instant Pasta)

Calculation of sodium content based on manufacturer's preparation instructions.

Amount of product (concentrate/ powder/ mix/ paste)	10g
Water (500ml)	500g
Total weight	510g
Sodium contribution from product	10g x Analysed sodium value (from lab report)
Sodium per 100g prepared	Sodium contribution from product/ Total weight x 100

Example 2 (Recipe Mixes)

Calculation of sodium content based on manufacturer's preparation instructions.

Amount of product (sauce/ powder/ mix/ paste)	10g
Fresh ingredients (e.g.: chicken)	500g
Fresh ingredients (e.g.: vegetables)	510g
Other ingredients	20g
Water (100ml)	100g
Total weight	360g
Sodium contribution from product	10g x Analysed sodium value (from lab report)
Sodium per 100g prepared	Sodium contribution from product/ Total weight x 100

